

Middle East & Africa Help Desk and Ticketing Software Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The Middle East and Africa (MEA) help desk and ticketing software market is projected to grow significantly, reaching approximately US\$ 409.40 million by 2031, up from US\$ 228.81 million in 2023. This growth represents a compound annual growth rate (CAGR) of 7.5% from 2023 to 2031.

Executive Summary and Market Analysis

The MEA help desk and ticketing software market is divided into several regions, including South Africa, Saudi Arabia, the UAE, and the Rest of MEA. These software solutions are increasingly incorporating advanced technologies such as artificial intelligence (AI), the Internet of Things (IoT), and automation, alongside big data analytics, to enhance operational efficiency. As a result, many companies in the region are adopting these solutions. Notable vendors in the MEA market include ODOOTEC KSA, SysAid, and Creative Solutions Co. Ltd. Recently, Creative Solutions showcased its help desk software at GITEX Global 2023, highlighting its capabilities in ticket tracking, knowledge management, and task automation.

The e-commerce sector in the MEA is rapidly evolving, particularly in South Africa, where online retail sales more than doubled in 2021 compared to 2019. Major investments in smart warehouses are expected to propel the South African e-commerce market to an estimated value of US\$ 12.35 billion by 2025. This growth in retail is creating substantial opportunities for help desk and ticketing software, as these tools enhance customer relationships and support efficiency across various channels.

Market Segmentation Analysis

The MEA help desk and ticketing software market can be analyzed through several key segments:

1. **Component:** The market is divided into software and services, with software holding a larger market share in 2023.
2. **Industry Vertical:** Segments include retail, government, manufacturing, healthcare, hospitality, IT and telecom, among others. The IT and telecom sector accounted for the largest share in 2023.
3. **Deployment:** The market is categorized into cloud-based and on-premises solutions, with cloud-based options dominating in 2023.
4. **Organization Size:** The market is segmented into small and medium enterprises (SMEs) and large enterprises, with large enterprises holding a significant share in 2023.

Market Outlook

Software companies are actively integrating advanced technologies and features into their products to meet customer demands. They are also focusing on enhancing interoperability with other tools to streamline business processes and improve data sharing. For instance, Vision Helpdesk released a new version in December 2022, which included features like WhatsApp integration and live chat enhancements. The incorporation of AI and machine learning (ML) is transforming help desk and ticketing software, enabling predictive customer service, automated responses, and personalized interactions. These technologies help identify patterns and insights that can enhance customer support, making them valuable assets for software providers.

Country Insights

The MEA help desk and ticketing software market includes key countries such as South Africa, Saudi Arabia, the UAE, and others. The UAE was the leading market in 2023. The retail and e-commerce sectors are significant drivers of demand for help desk and ticketing software. According to the Dubai Chamber of Commerce, e-commerce sales in

the UAE increased from US\$ 2.6 billion in 2019 to US\$ 4.8 billion in 2021, with projections to reach US\$ 9.2 billion by 2026. The integration of help desk software with e-commerce platforms is crucial for managing customer support effectively, thus boosting the market in the UAE.

Company Profiles

Key players in the MEA help desk and ticketing software market include Zendesk Inc., Genesys, Zoho Corp Pvt Ltd, Freshworks Inc., SolarWinds Worldwide LLC, Atlassian Corp, SysAid, Salesforce Inc., ServiceNow Inc., and many others. These companies are pursuing various strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase market share.

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