

Unified Endpoint Management Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solutions and Services), Deployment Type (Cloud-Based and On-Premise), Platform (Desktop and Mobile), Organization Size (Large Enterprises and SMEs), End User (BFSI, Government and Defense, Healthcare, IT and Telecom, Automotive and Transportation, Retail, Manufacturing, and Others), and Geography

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#### **Abstracts**

The unified endpoint management market size was valued at US\$ 9.34 billion in 2023 and is expected to reach US\$ 84.91 billion by 2031; it is estimated to record a CAGR of 31.8% from 2023 to 2031.

The unified endpoint management market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. North America dominated the market in 2023, followed by Europe and APAC, respectively. The rapid rise in cyberattacks also fuels the need for unified endpoint management solutions. For instance, as per the IT Governance USA, in 2024, in the US, there were 6,845,908,997 known records breached in 2,741 publicly disclosed incidents. In March 2022, Bridgestone Corp, a Japanese tire manufacturer, announced that its US subsidiary had been hit by a ransomware attack that forced operators to shut down affected computer networks and production across its factories in North America. Similarly, in July 2022, Entrust confirmed that its networks were



breached by ransomware that successfully stole data from its internal systems. In addition, the Cisco breach that occurred in May 2022 leveraged legitimate employee credentials synced in an employee's browser and a combination of vishing (voice phishing) attacks and MFA fatigue techniques to achieve VPN access to the targeted network. Such data breaches from organization's internal systems increase the need for a centralized and comprehensive endpoint control, which drives the North America unified endpoint management market. The Asia Pacific unified endpoint management market is projected to experience highest growth rate from 2023 to 2031. Governments of various countries in Asia Pacific are promoting digitization across various businesses. The governments have implemented digital transformation plans to boost infrastructure expansion. Numerous government programs, such as Digital India, Smart Nation Singapore, and Malaysia's MyDIGITAL, demonstrate the region's goal to become a digital leader. The region's large-scale expenditures in digital infrastructure attract both technological startups and established market players. These initiatives are designed to enhance digital awareness, digital services and governance, and high-speed internet connectivity. However, with such digital transformations, there is an associated risk of endpoint security breaches. For instance, according to a report by the World Economic Forum, Asia Pacific (APAC) experienced the highest year-over-year increase in weekly cyberattacks during the first quarter of 2023. On average, businesses in the region faced 1,835 attacks per organization during that period. In May 2022, India's secondlargest airline, SpiceJet, faced a ransomware attack on their system, leading to a cascading delay of flights. This attack yielded an unencrypted database backup file containing the private information of more than 1.2 million passengers. Thus, with the rising number of cyberattacks in the region, the need for unified endpoint management is expected to grow over the forecast period.

Based on end user, the unified endpoint management market is segmented into BFSI, government and defense, healthcare, IT and telecom, automotive and transportation, retail, manufacturing, and others. The IT and telecom segment held the largest unified endpoint management market share. The behavior of data network traffic over time is dynamic for large service providers. Patterns are not always exclusively deciphered from observation or summary. Models of statistical learning on data queried from a big data platform are used in the IT & telecommunications industry to classify traffic pattern characteristics, using statistical traffic properties as model attributes. These models' output is used to perform recent historical traffic measurement forensics to detect concurrent anomalies in intraday traffic behavior. Also, unified endpoint management solutions provide a centralized console for IT administrators that can manage various endpoint devices deployed across the enterprise effectively. Effective unified endpoint management solutions cater to various categories, including mobile devices, operating



systems, and on-premise and cloud deployment models. One of the significant factors contributing to the segment growth is increased expenditure on IT services and solutions to manage and enhance productivity. Complex IT network components and dedicated servers in the IT & telecommunications industry operate overall IT assets and application flow across organizations. Pressure on the system administrators is increased to maintain all endpoints consistently without failure. Therefore, IT and telecommunication companies are adopting unified endpoint management solutions to overcome these complications

42Gears Mobility Systems Pvt Ltd.; BlackBerry Ltd; Matrix42 AG; MobileIron Inc; Ivanti; Citrix Systems Inc; International Business Machines Corp; Microsoft Corp; VMware Inc; Zoho Corp Pvt Ltd; MICROLAND LIMITED; REDPALM; SCALEFUSION (PROMOBI TECHNOLOGIES PVT LTD); STEFANINI; TANGOE; Sophos Ltd.; HCL Technologies Ltd; SOTI Inc; baramundi software USA, Inc.; and Mitsogo Inc are among the key unified endpoint management market players that are profiled in this market study.

The overall unified endpoint management market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the unified endpoint management market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the unified endpoint management market.



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