

# Mobile Device Management Market to USD 74.90 Billion by 2032 | SNS Insider

*The Mobile Device Management Market, valued at USD 9.04 Bn in 2023, is projected to reach USD 74.9 Bn by 2032, growing at a 26.5% CAGR from 2024 to 2032.*

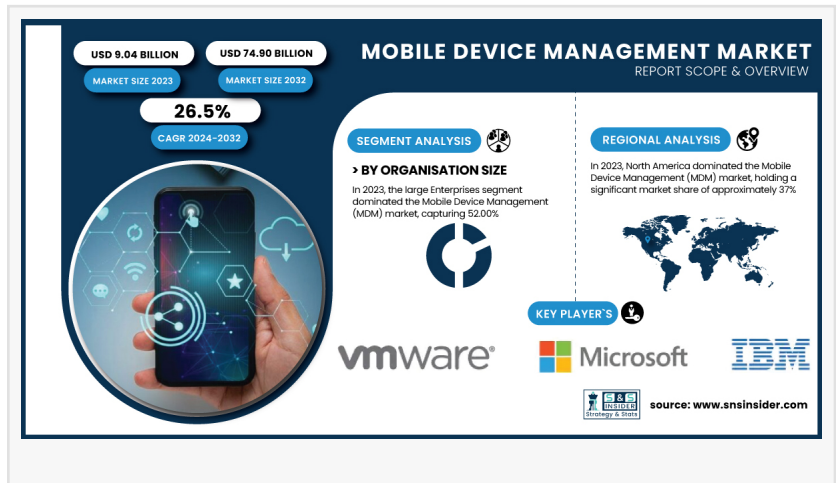
AUSTIN, TX, UNITED STATES, February 7, 2025 /EINPresswire.com/ -- The SNS Insider report indicates that the [Mobile Device Management Market](#) size was valued at USD 9.04 billion in 2023 and is expected to grow to USD 74.90

billion by 2032, with a CAGR of 26.5% over the forecast period of 2024-2032. The increasing reliance on mobile devices for business operations and the growing concerns over data security are key factors driving the Mobile Device Management Market.

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Some of Major Keyplayers:

- VMware (VMware Workspace ONE, VMware AirWatch)
- Microsoft (Microsoft Intune, Microsoft Endpoint Manager)
- IBM (IBM MaaS360, IBM Security Identity Governance and Intelligence)
- BlackBerry (BlackBerry UEM, BlackBerry Work)
- Citrix (Citrix Endpoint Management, Citrix Workspace)
- Google (Google Endpoint Management, Android Enterprise)
- Cisco (Cisco Meraki Systems Manager, Cisco Umbrella)
- Samsung (Samsung Knox Manage, Samsung Knox Platform for Enterprise)
- Micro Focus (Micro Focus ZENworks, Micro Focus Mobile Management)
- ZOH0 (Zoho UEM, Zoho One)
- SolarWinds (SolarWinds Mobile Device Manager, SolarWinds Remote Monitoring and Management)
- SAP (SAP Mobile Secure, SAP Afaria)
- Quest Software (Quest KACE Cloud Mobile Device Management, Quest KACE Systems)



Management)

- Ivanti (Ivanti Neurons for MDM, Ivanti Unified Endpoint Manager)
- Sophos (Sophos Mobile, Sophos Intercept X for Mobile)
- SOTI (SOTI MobiControl, SOTI XSight)
- Jamf (Jamf Pro, Jamf Now)
- Qualys (Qualys Mobile Security Management, Qualys Cloud Platform)
- Snow Software (Snow Device Manager, Snow License Manager)
- Rippling (Rippling Mobile Device Management, Rippling IT Management)

By Operating System: iOS Leads, Android Registers Fastest Growth

The 2023, iOS segment dominated the market and accounted for a significant revenue share, because of its robust cybersecurity infrastructure and presence of enterprise-specific features. iOS devices are preferred by businesses, as they integrate seamlessly into the corporate IT environment.

Android is expected to register the fastest CAGR during the forecast period 2024 to 2032, Owing to its large-scale usage and cost-effectiveness. The adoption of Android-based devices in emerging economies is fueling the need for MDM solutions for securing and compliant management of heterogeneous device ecosystems.

By Organization Size: Large Enterprises Dominate, SMEs to See Fastest Growth

In 2023, large enterprises accounted for the largest share of the market more than 52% as a result of widespread mobile or connected device implementations and high-security requirements. These firms are implementing MDM solutions to secure the organization's sensitive data and operate more efficiently.

The SME segment is expected to register the fastest CAGR during the forecast period, Due to the rapid proliferation of digital transformation initiatives and plans being rolled out across industries and geographies. Specifically, cloud-based MDM solutions are rapidly gaining traction among SMEs as they provide a low-cost, scalable solution for security management.

By Deployment: Cloud-Based Solutions Lead, On-Premise Sees Steady Growth

The cloud-based segment dominated the market and accounted for a significant revenue share in 2023, owing to its flexibility, comparatively lower upfront costs, and scalability features. With this, organizations are increasingly going for cloud solutions to manage remote devices better.

The on-premise segment is expected to register the fastest CAGR during the forecast period, especially in sectors such as finance and healthcare which are tightly regulated with data security.

By Vertical: Healthcare Leads and Telecom Registers Fastest Growth

The healthcare segment dominated the market and accounted for revenue share of more than 22%, Due to the requirement to secure patient data and maintain compliance with high regulations, including HIPAA. MDM solutions are used by healthcare providers, besides other sectors, to provide secure access to medical applications and devices.

The telecom segment is expected to grow with the fastest CAGR, Because of mobile network growth and the demand for secure management of large numbers of mobile endpoints in the sector.

#### Mobile Device Management Market Segmentation:

##### By Operating System

- iOS
- Android
- Windows
- MacOS
- Other Operating systems

##### By Deployment Mode

- On-Premises
- Cloud

##### By Organisation Size

- Small and Medium Enterprises
- Large Enterprises

##### By Vertical

- Banking, Financial Services and Insurance
- Telecom
- Retail
- Healthcare
- Education
- Transport and Logistics
- Government and Public Sector
- Manufacturing and Automotive
- Other Verticals

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#### Key Regional Developments: North America Leads, Asia-Pacific to Grow at Fastest Rate

North America dominated the market and accounted for 37% of revenue share in 2023, due to the high adoption of enterprise mobility solutions, strict cybersecurity regulations, and the

presence of key market players such as Microsoft and IBM. Africa has a very well-developed IT infrastructure in addition to the growing requirement for high-range security solutions in the region.

Asia-Pacific is expected to register the fastest CAGR during the forecast period on account of rising adoption of mobile workforce, rapid digitalization, and growing concerns for cybersecurity. With the growth of the IT industry and the need for regulatory compliance, nations like China, India, and Japan are making notable investments in MDM solutions.

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