

Revenue Assurance Market is Projected to Grow Expeditiously: to Reach USD 1.3 Billion by 2031, Report

The Asia-Pacific region is projected to garner the highest revenue by 2031.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 4, 2025 /EINPresswire.com/ -- The global [Revenue Assurance Market](#) was valued at \$507 million in 2021, and is projected to reach \$1.3 billion by 2031, growing at a CAGR of 10% from 2022 to 2031. Based on application, the telecom & IT sub-segment accounted for the largest share of the revenue



Revenue Assurance Market

assurance market in 2021 and is projected to maintain its lead position during the forecast period. This sub-segment is projected to manifest the highest CAGR of 10.3% from 2022 to 2031, owing to the increasing revenue leaks in the telecom industry. Advanced technologies, such as the internet, mobile applications, and social media are pushing telecom companies to develop innovative technology and enhance their services. This has increased the demand for revenue assurance solutions that can assist telecom companies in staying ahead of the competition and meeting regulatory obligations.

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Based on component, the solutions sub-segment held the highest share of the revenue assurance market in 2021 and is estimated to maintain its leadership status throughout the forecast period. This sub-segment is projected to manifest the highest CAGR of 10.1% from 2022 to 2031, owing to the rise in revenue assurance solutions such as risk management, fraud detection, and revenue recovery. These solutions are used by companies across a range of industries, including banking, telecommunications, healthcare, and retail.

Revenue assurance defines a set of procedures or guidelines that enables businesses to correctly collect money for all goods sold or services rendered. The retail assurance method or

the BFSI, Telecom and IT, government, hospitality, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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Revenue assurance is a method used by enterprises to discover, analyze, reduce, and prevent revenue loss through a variety of measures. Its goal is to limit the probability of losses due to mistakes, negligence, or fraud. It also assists firms in identifying chances to boost sales and profitability. The rising demand for revenue assurance solutions in the telecommunications industry is the factor predicted to boost the growth of the global revenue assurance market during the forecast period. However, the high expense of revenue assurance systems may restrict the market growth. Moreover, the increasing usage of artificial intelligence (AI) and machine learning (ML) in revenue assurance solutions presents new opportunities for the revenue assurance market in the coming years.

Based on deployment type, the on-premise sub-segment held the highest share of the revenue assurance market in 2021. This industry's success is primarily due to the remarkable security it provides. Critical data can be stored on-premises without requiring third-party access. Although the growing popularity of the cloud framework, many businesses may continue to rely on on-premise solutions. However, the cloud sub-segment is projected to manifest the highest CAGR of 10.3% from 2022 to 2031. The transformation from on-premise to cloud-based technology is likely to open an enormous number of opportunities in the coming years. Operators can handle revenue and fraud more quickly and efficiently by using cloud-based revenue assurance solutions.

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