

Cloud OSS BSS Market is Booming Worldwide at a Significant Growth by 2032 | At a CAGR of 11.3%

Rise in cloud adoption across various industry verticals and surge in 5G adoption drive the growth of the global cloud OSS BSS market.

WILMINGTON, DE, UNITED STATES, March 6, 2025 /EINPresswire.com/ -- The [Cloud OSS BSS Market](#), as reported by Allied Market Research, was valued at \$24.0 billion in 2021 and is projected to reach \$68.5 billion by 2031, growing at a CAGR of 11.3% from 2022 to 2031.



Cloud OSS (Operations Support System) and BSS (Business Support System) are service-oriented platforms designed to enhance resource allocation, automation, and usage tracking. These cloud-based solutions integrate advanced technologies such as 5G, the Internet of Things (IoT), and cognitive billing systems to fully automate business processes. In the telecommunications sector, for instance, cloud OSS BSS streamlines operations by hosting networks in the cloud, thereby eliminating the need for manual handling or centralized storage. This shift not only enhances efficiency but also drives market growth by reducing costs through reusable assets, auto-scalability, and zero downtime for infrastructure resizing.

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The market expansion is fueled by the increasing adoption of cloud technology across various industries and the rising implementation of 5G networks, which create a strong demand for cloud OSS BSS solutions. Additionally, the growing need for convergent billing systems is contributing to the increasing market size. However, one of the key challenges limiting growth is the lack of technical expertise required to implement cloud-native OSS BSS solutions. Despite this, the growing inclination toward cloud-based technologies, coupled with the ongoing digital transformation within the telecom sector, presents lucrative opportunities for market expansion.

over the forecast period.

When analyzing the market by enterprise size, small and medium-sized enterprises (SMEs) hold the largest market share. Cloud OSS BSS plays a crucial role in assisting SMEs with functionalities such as billing, rating, charging, and customer experience enhancement, which has led to a significant increase in its adoption among smaller businesses. Meanwhile, the IT & telecom sector is expected to experience the highest growth rate during the forecast period. The rapid advancement of IT, 5G, IoT, and other digital technologies has enabled organizations to streamline complex operations and support key services such as order processing, customer relationship management (CRM), and telecom billing. Moreover, the surge in mobile broadband usage and IT advancements in the telecom industry has driven demand for cloud OSS BSS solutions within this sector.

Based on industry vertical, the IT and Telecom segment held the highest market share in 2021, accounting for nearly three-fifths of the global cloud OSS BSS market, and is expected to maintain its lead position during the forecast period. This is due to the efficiency provided by OSS BSS in product management, business operations, revenue management, customer management, and IT in telecom services. However, the retail and e-commerce segment is projected to manifest the fastest CAGR of 14.5% from 2022 to 2031. This is attributed to its ability to simplify the systems and deliver a personalized customer experience. Moreover, retail-as-a-service (RaaS) integrates various verticals such as inventory and order processing to enhance the capabilities of restocking.

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Based on component, the solution segment contributed to the highest market share in 2021, contributing to nearly three-fifths of the global cloud OSS BSS market, and is expected to maintain its leadership status during the forecast period. This is due to assistance to organizations in forecasting the conditions, calculating the output, managing market transactions, and ensuring compliance with regional, state, and national regulations. However, the service segment is projected to witness the largest CAGR of 12.4% from 2022 to 2031, owing to effective functioning of network services along with management of customer services, business operations, and platforms throughout the process.

From a regional perspective, North America dominated the Cloud OSS BSS market in 2021 and is anticipated to maintain its leadership throughout the forecast period. This dominance is largely attributed to the widespread adoption of 5G, IoT, and faster network accessibility across the region. However, the Asia-Pacific region is expected to witness the most significant growth in the coming years. The increasing adoption of cloud OSS BSS solutions in the region is driven by benefits such as ease of implementation, centralized customer support, and enhanced customer services, including order management and network inventory management.

The COVID-19 pandemic played a crucial role in accelerating the adoption of cloud OSS BSS solutions. With the widespread shift to remote work and virtual collaboration, numerous businesses, governments, and public organizations turned to cloud-based solutions to maintain efficiency. The telecom industry, in particular, saw a surge in cloud OSS BSS adoption, as the pandemic led to an unprecedented increase in data traffic, broadband usage, and demand for robust digital services. More people working from home and relying on video conferencing resulted in a growing need for stable internet connectivity and advanced telecom services, further propelling market growth.

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In addition, government regulations promoting cloud adoption are expected to create a supportive environment for further industry expansion. However, during the pandemic, supply chain disruptions and lockdown measures temporarily restrained the market by delaying broadband service deployments. Despite these challenges, the continuous technological advancements and increasing investments in cloud-based infrastructure are expected to drive substantial growth in the Cloud OSS BSS industry.

Key Findings of the Study:

1. The finance and accounting service segment accounted for the largest Business Process as a Service (BPaaS) market share in 2020.
2. North America generated the highest revenue in 2020, maintaining its dominant position in the market.
3. The BFSI (Banking, Financial Services, and Insurance) sector contributed the highest revenue share in 2020.

Key Market Players:

The Cloud OSS BSS market is highly competitive, with major players adopting various strategies to strengthen their market position and increase penetration. These companies are actively involved in product innovation, partnerships, and cloud technology advancements to cater to the growing demand for cloud OSS BSS solutions worldwide. Some of the leading companies in this market include:

AMDOCS LIMITED

Telefonaktiebolaget LM Ericsson

Huawei Technologies Co., Ltd.

Hewlett Packard Enterprise Company (HPE)

International Business Machines Corporation (IBM)

Netcracker
Nokia Corporation
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