

Subscriber Data Management Market worth USD 25.5 Billion by 2031, Optiva, Inc., Hewlett Packard Enterprise Company

The small and medium-sized enterprises (SMEs) segment is expected to experience fastest growth in the coming years

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 19, 2025 /EINPresswire.com/ -- The [Subscriber Data Management Market Report](#) offers a detailed analysis of changing market trends, top segments, key investment pockets, value chains, regional landscape, and competitive scenario. The report is a helpful source of information for leading market players, new entrants, investors, and stakeholders in devising strategies for the future and taking steps to strengthen their position in the market. The global subscriber data management market was valued at \$4.9 billion in 2021, and is projected to reach \$25.5 billion by 2031, growing at a CAGR of 18.4% from 2022 to 2031.

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Factors such as, the increase in adoption of subscriber data management solutions to enhance operation & productivity, fuel the growth of the market. In addition, communications service providers are investing in 5G networks, a trend that is expected to continue to provide lucrative growth opportunities for the market during the forecast period. Moreover, the growing number of mobile devices and NFV and IP system deployments, combined with increasing demand for advanced network technologies such as LTE and VoLTE, has led to significant growth in the subscriber data management market forecast. However, security & privacy concerns related to the data hamper the growth of the subscriber data management industry.

The report offers a detailed segmentation of the global [subscriber data management market size](#) based on solution, network type, deployment model, enterprise size, application type, and region. The report provides an analysis of each segment and sub-segment with the help of tables and figures. This analysis helps market players, investors, and new entrants in determining the sub-segments to be tapped on to achieve growth in the coming years.

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The complexity of managing multiple databases and data structures led to inconsistencies and overlap in data, difficulties in provisioning, limited redundancy, and high cost of operations. SDM addresses all these issues, separating application logic from data storage and helping facilitate data-less application front ends and limitless redundancy. Further, it is evolving as the physical network to virtualized, cloud-native, service-based architecture (SBA).

Based on enterprise size, the large enterprises segment held the largest share in 2021, accounting for two-thirds of the global subscriber data management market growth and would dominate the market in terms of revenue through 2031. The small and medium enterprises segment, however, is estimated to witness the fastest CAGR of 22.1% during the forecast period.

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SDM is a cloud-based solution that helps enterprises manage their subscriber data. It provides a single view of the customer and helps enterprises to deliver personalized services. SDM also helps enterprises to reduce their operational costs and improve their customer experience. For more information, visit <https://www.alliedmarketresearch.com/request-for-customization/A44535>

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In terms of application type, the mobile segment captured the largest market share of nearly two-thirds of the global subscriber data management market in 2021 and is expected to lead the trail during the forecast period. However, the voice over internet protocol (VoIP) segment is likely to achieve the fastest CAGR of 22.9% through 2031. The report also studies the others segment.

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Moreover, it is anticipated that post pandemic, companies will focus more on solutions that will support advanced planning and mitigate the impact of similar events in the future. Furthermore, increased requirement to optimize operation expenditure while analyzing customer behavior for targeted activities has fueled a boom in demand for convergent billing market. For instance, in June 2020, China Telecom partnered with Nokia's core networking products for 5G.

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Based on region, the market in North America was the largest in 2021, accounting for nearly two-fifths of the global subscriber data management market. However, the market in Europe is likely to lead in terms of revenue during the forecast period. However, the market in Asia-Pacific is likely to manifest the highest CAGR of 21.6% from 2022 to 2031. The other region analyzed in the study include Asia-Pacific.

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Warehouse Management Systems Market - <https://www.globenewswire.com/news-release/2022/06/16/2463636/0/en/Warehouse-Management-System-Market-Is-Expected-to-Reach-10-6-Billion-by-2030-Says-AMR.html>

IT Asset Management Market - <https://www.prnewswire.com/news-releases/it-asset-management-market-to-garner-3-5-bn-globally-by-2031-at-11-1-cagr-allied-market-research-301671536.html>

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