

Consumer Identity and Access Management Market Reach USD 37,239.29 Million by 2030 Growing at 17.2% CAGR Globally

WILMINGTON, DE, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Consumer Identity and Access Management Market](#) Reach USD 37,239.29 Million by 2030 Growing at 17.2% CAGR Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global consumer identity and access management market size was valued at USD 7,793.5 million in 2020 and is projected to reach USD 37,239.29 million by 2030, growing at a CAGR of 17.2% from 2021 to 2030.

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Driving Factors

High adoption of Internet of Things (IoT) across various sectors has resulted in increased dependency of consumers on mobile devices. Users access their financial accounts from different mobile devices, which requires advanced authentication solutions to mitigate the cyber threats. These mobile devices are more immune to loss of sensitive data, thereby boosting the market growth for consumer IAM solutions, including multifactor authentication and identity proofing. The upsurge in usage of mobile devices is projected to provide huge growth opportunities for the adoption of consumer IAM market during the forecast period.

Market Segmentation

The global consumer identity and access management market is segmented into solution, service, deployment type, industry vertical, and region. On the basis of solution, it is segmented into the advanced authentication, identity proofing services, and others. Depending on the service, it is bifurcated into professional services and managed services. On the basis of deployment type, it is segregated into cloud and on-premise. By industry vertical, it is segmented into BFSI, healthcare, IT & telecom, consumer goods & retail, energy & utility, public sector, and

others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Players

This report gives an in-depth profile of some key market players in the Consumer identity and access management market which include Aware Inc, Centrify Corporation, Equifax Inc., Experian Plc., GB Group, Gigya Inc., Lifelock Inc., Janrain, Inc., Lexisnexis Risk Solutions Inc, Mitek Systems Inc., Morphotrust Usa (Safran), Okta, Inc., Onegini, Ping Identity Corporation, Transunion, and Traxion Inc. This study includes market trends, market analysis, and future estimations to determine the imminent investment pockets.

If you have any questions, Please feel free to contact our analyst at:

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Key Industry Developments:

April 2024: Okta announced an integration with a leading AI platform to enhance its CIAM solutions. This collaboration aims to leverage AI for improved fraud detection and adaptive authentication, providing a more secure and user-friendly experience.

June 2024: IBM launched a new feature in its CIAM platform focused on enhancing compliance with the latest GDPR guidelines. This update includes advanced consent management and data protection capabilities, addressing the growing regulatory demands in Europe.

August 2024: In the Asia-Pacific region, Auth0 (a part of Okta) expanded its CIAM offerings with a new mobile-first approach designed to meet the region's increasing demand for secure and seamless access solutions. This update addresses the rapid growth of mobile and digital services in the region.

September 2024: ForgeRock introduced a new cloud-based CIAM solution tailored for the Latin American market. This solution features enhanced self-service capabilities and localized compliance tools to support digital transformation efforts in the region.

July 2024: In the Middle East, Ping Identity rolled out an updated version of its CIAM solution with advanced security features tailored to the unique needs of the region. This update includes enhanced multi-factor authentication and support for regional data protection regulations.

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Key Findings Of The Study

On the basis of solution, the advanced authentication segment dominated the consumer identity and access management market in 2020. However, the identity proofing services segment is expected to exhibit significant growth during the forecast period.

On the basis of service, the professional services segment dominated the enterprise application market in 2020. However, the managed services segment is expected to exhibit significant growth during the forecast period.

On the basis of deployment type, the on-premises segment accounted for the highest revenue of market in 2020; however, the cloud segment is expected to witness the highest growth rate during the forecast period.

On the basis of industry vertical, the BFSI industry accounted for the highest revenue of market in 2020; however, the consumer goods & retail industry is expected to witness the highest growth rate during the forecast period.

Region wise, the consumer identity and access management market was dominated by North America in 2020. However, Asia-Pacific is expected to witness significant growth in the coming years.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

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with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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