

Cloud OSS BSS Market to Reach USD 76.2 Billion by 2035 Driven by Digital Transformation in Telecom

The Cloud OSS BSS market is expanding as telecoms adopt cloud-native platforms for agility, scalability, and improved customer experiences.

NEWARK , DE, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- The [Cloud OSS BSS market](#) is preparing for a decade of unprecedented growth, expanding from an estimated USD 34.0 billion in 2025 to USD 76.2 billion by 2035, representing a strong CAGR of 8.4%. This expansion reflects the rising need for digital transformation across telecom, IT, and industrial sectors, where established players and new entrants alike are leveraging cloud-native systems to unlock agility, scalability, and smarter customer experiences.



Cloud OSS BSS Market

At upcoming industry showcases, both global tech leaders and emerging innovators will unveil their latest OSS (Operations Support Systems) and BSS (Business Support Systems) technologies. Together, they're reshaping the way businesses manage connectivity, billing, asset tracking, and operational intelligence.

Market Momentum: Cloud OSS BSS

The OSS BSS ecosystem is experiencing a seismic shift as communication service providers (CSPs) embrace cloud-based architectures to replace legacy on-premise systems. Historically, the market grew at 11.2% CAGR from 2020 to 2024, driven by the telecom industry's expansion. Now, as 5G, AI, IoT, and hybrid cloud models go mainstream, demand for cloud OSS BSS platforms is set to accelerate further.

Quick Stats for 2025:

Market Value: USD 34.0 billion

Forecast (2035): USD 76.2 billion

CAGR (2025–2035): 8.4%

Leading Segment: Solutions (58%)

Key Growth Regions: North America, Asia-Pacific, Europe

Industry Giants Leading the Charge

Several established technology providers are setting benchmarks with their cloud OSS BSS offerings:

Amdocs Limited – Recently launched the latest edition of its cloud-based OSS-BSS integrated suite, empowering operators to monetize 5G, AI, ML, and cloud investments more effectively.

Ericsson (Telefonaktiebolaget LM Ericsson) – Following its acquisition of Vonage in late 2024, Ericsson is doubling down on cloud-native communication platforms, creating synergies for CSPs to deliver network-as-a-service offerings.

Huawei Technologies & ZTE Corporation – Pioneering in Asia-Pacific, these firms are rolling out end-to-end OSS BSS solutions tailored for 5G adoption, IoT integration, and massive subscriber growth.

IBM & Hewlett Packard Enterprise (HPE) – Focusing on hybrid cloud solutions, IBM and HPE are helping CSPs balance scalability with compliance in heavily regulated industries. IBM, in partnership with EY, launched a Center of Excellence in May 2024 to fast-track financial institutions' digital transformations.

Rising Innovators Gaining Traction

Alongside the giants, new and agile players are carving out their space in the market:

BNET (Bahrain) – A newcomer in the telecom space, BNET adopted Beyond's Infonova BSS solution built on AWS, demonstrating how start-ups and independent operators can leapfrog traditional models to launch modern broadband networks.

Regional providers across Asia and Eastern Europe – Are rolling out niche OSS BSS solutions for SMEs and local operators, focusing on affordable, customizable platforms that balance compliance with cost efficiency.

This mix of scale from incumbents and agility from challengers is fueling innovation across the ecosystem.

Stainless Steel Valve Tags: Parallel Growth Story

While cloud OSS BSS transforms digital networks, industries like oil & gas, manufacturing, and utilities are seeing steady growth in the stainless steel valve tag market. This market reflects the same themes of compliance, traceability, and digitization that drive telecom cloud adoption.

Key Highlights for 2025:

Engraved tags will dominate with 57.8% revenue share, thanks to their durability and ability to integrate barcodes/QR codes for asset tracking.

Less than 30mm thickness tags will capture 41.3% share, offering the right mix of cost efficiency and durability for compact, complex piping systems.

Online distribution will account for 63.7% of sales, as e-commerce reshapes procurement with faster, more transparent buying options.

Together, these segments underscore the growing convergence between physical asset management and digital transformation.

Regional Outlook

North America: Expected to dominate due to high IoT adoption, 5G expansion, and CSP competition. Nearly 22.7 million individuals had broadband access in 2020, a figure that continues to expand, boosting demand for OSS BSS modernization.

Asia-Pacific: China, India, and Southeast Asia are fueling rapid adoption with strong smartphone penetration and aggressive 5G rollouts.

Europe: With heavy emphasis on data compliance (GDPR) and robust automotive/industrial sectors, hybrid and private cloud adoption is rising fast.

USA: Projected to account for the largest revenue share by 2035 (USD 76.2 billion), with an absolute dollar growth of USD 34 billion.

Challenges Ahead

Despite the optimistic outlook, both OSS BSS and industrial labeling markets face challenges:

Data privacy concerns: As more customer data flows through cloud systems, ensuring compliance and trust is paramount.

Cybersecurity risks: CSPs must balance speed with secure deployment.

Technical complexities: Integration of AI/ML and hybrid cloud environments requires new skill sets and investment.

Yet, industry leaders are responding with stronger encryption, AI-driven security, and collaborative ecosystems to safeguard trust.

Competitive Moves and Partnerships

Recent industry activity highlights the pace of innovation:

Vonage & Ericsson (Nov 2024): Partnership to strengthen cloud-native platforms for operators.

Amdocs (June 2024): Expanded suite enabling service providers to deploy 5G and edge services.

Global initiatives: Cloud OSS BSS firms are partnering with financial, healthcare, and manufacturing sectors, extending their solutions beyond telecom.

Looking Ahead

The coming decade will define the next era of digital operations. From telecom providers

deploying cloud OSS BSS to manufacturers adopting engraved valve tags for compliance, the trend is clear: industries are investing in resilient, scalable, and digitally connected solutions.

As established leaders showcase robust platforms and emerging players demonstrate agility, the market is becoming more dynamic and inclusive. By 2035, the Cloud OSS BSS industry's USD 76.2 billion size will stand as proof of how cloud-native innovation transformed global connectivity.

About the Cloud OSS BSS Market

The Cloud OSS BSS market covers solutions and services that help telecom operators and enterprises manage back-office operations, customer billing, network orchestration, and digital service monetization. Driven by 5G, IoT, and hybrid cloud adoption, the industry is expanding at a CAGR of 8.4% from 2025 to 2035.

Request Cloud OSS BSS Market Draft Report -

<https://www.futuremarketinsights.com/reports/sample/rep-gb-15648>

For more on their methodology and market coverage, visit

<https://www.futuremarketinsights.com/about-us>.

Editor's Note:

This press release is prepared for media professionals and industry stakeholders covering technology, telecommunications, industrial safety, and labeling innovations. Further details, exhibitor lists, and event schedules are available upon request.

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