

# Global ITSM Market Analysis (2025–2032): Growth, Opportunities, and Key Insights

The global ITSM market is projected to grow from USD 13.58 billion in 2025 to USD 36.78 billion by 2032, exhibiting a CAGR of 15.3% during the forecast period.

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EINPresswire.com/ -- The [IT Service Management market](#) plays a critical role in helping organizations design, deliver, manage, and optimize IT services. By aligning IT functions with business objectives, ITSM ensures enhanced user experience, operational efficiency, and value creation.

With the increasing demand for digital transformation and streamlined IT operations, the global ITSM market is witnessing rapid growth. This article explores the market outlook, drivers, restraints, segmentation, opportunities, and competitive dynamics shaping the ITSM landscape.



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North America dominated the global market with a share of 43.16% in 2024.”

*Fortune Business Insights*

## Market Overview

- Market Size (2024): USD 11.91 billion
- Projected Size (2032): USD 36.78 billion
- CAGR (2025–2032): 15.3%
- North America Market Share (2024): 43.16% (USD 5.14 billion)

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The market is expanding due to rising enterprise adoption of ITSM to enhance service delivery and improve employee and customer experience. The COVID-19 pandemic accelerated demand for remote-friendly ITSM solutions, a trend that continues to support business agility and resilience.

## Key Growth Drivers

- Enhanced User Experience: ITSM centralizes workflows, boosts employee productivity, and reduces costs. As per BMC (2024), 67% of enterprises prioritize improving employee experience.
- Data-Driven IT Operations: Increasing reliance on analytics and automation helps organizations streamline service delivery.
- Enterprise Recognition of ITSM Value: An AXELOS survey revealed that 48% of enterprises rate their ITSM competency as “good” or “great”, showcasing growing trust in ITSM frameworks.
- Integration of Generative AI: AI-driven ticket creation, predictive analytics, and performance optimization significantly reduce workload on IT service desks. For example, Atlassian’s AI-powered Jira supports global enterprises such as Domino’s Pizza.

## Market Restraints

Despite strong growth potential, challenges remain:

- High Deployment Costs: Initial investment in ITSM tools, infrastructure, and training can deter SMEs.
- Skill Gaps: A shortage of IT professionals with expertise in service design, automation, and cybersecurity limits adoption.

## Market Opportunities

The integration of AIOps into ITSM is creating transformative opportunities:

- Automation of repetitive tasks, real-time insights, and proactive risk detection.
- As per Rezolve Insights (2023), 60% of enterprises already use AI-driven ITSM tools, reducing incident resolution times by nearly 50%.
- In February 2024, BMC expanded its AIOps capabilities, strengthening predictive operations and automation.

## Emerging Market Trends

- ITSM & DevOps Convergence: Organizations increasingly merge ITSM’s governance with DevOps’ agility. Techstrong’s 2024 launch of a unified ITSM-DevOps platform highlights this trend.
- Cloud Dominance: Cloud-based ITSM continues to lead due to scalability, cost efficiency, and rapid deployment models.
- Post-COVID Resilience: Remote support and collaboration remain core priorities as hybrid work becomes the norm.

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## Regional Outlook

- North America: Largest market (43.16% share in 2024), supported by mature IT infrastructure and AI-driven ITSM adoption. Key players like ServiceNow and IBM dominate.
- Asia Pacific: Expected to record the highest CAGR due to rapid digitalization, e-commerce growth, and government-led IT initiatives.
- Europe: Strong adoption driven by digital transformation and emphasis on customer experience.

- South America: Growth led by telecom and banking industries, particularly in Brazil, Argentina, and Chile.
- Middle East & Africa: Smart city projects (e.g., UAE Vision 2021, Saudi Vision 2030) boosting ITSM investments.

### Competitive Landscape

The ITSM market is consolidated, with the top five players holding 48% share. Companies focus on acquisitions, AI integration, and partnerships to expand services.

### Key Players:

- ServiceNow (U.S.)
- BMC Software, Inc. (U.S.)
- IBM Corporation (U.S.)
- Atlassian Pty Ltd (Australia)
- Freshworks Inc. (U.S.)
- Open Text Corporation (Canada)
- Flexera Software, Inc. (U.S.)
- Ivanti (U.S.)
- EasyVista (U.S.)

### Recent Developments:

- June 2024: IBM launched Maximo Application Suite v9.0 with predictive AI features.
- April 2024: BMC acquired Netreo, strengthening observability and AIOps.
- February 2024: Flexera acquired Snow Software to enhance IT asset visibility.
- October 2023: Ivanti upgraded its Neurons platform to improve vulnerability management.

### Related Report:

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[AIOps Market](#) Size, Share & Growth, 2032

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