Cloud OSS BSS Market to Hit $68.5 Billion by 2031 Driven by 5G, IoT, and Digitalization

Cloud OSS BSS market grows as telecoms adopt cloud-native platforms to boost agility, automation, customer experience, and 5G monetization.

WILMINGTON, DE, UNITED STATES, December 1, 2025 /EINPresswire.com/ -- According to a new report Cloud OSS BSS Market By Component (Solution, Service), By Enterprise Size (Large Enterprises, SMEs), By Cloud Type (Public, Hybrid, Private), By Industry Vertical (IT and Telecom, BFSI, Media and Entertainment, Retail and E Commerce, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031, The global cloud OSS BSS market was valued at USD 24.0 billion in 2021, and is projected to reach USD 68.5 billion by 2031, growing at a CAGR of 11.3% from 2022 to 2031.

The Cloud OSS BSS market is witnessing rapid expansion as telecom operators increasingly shift from traditional, hardware-heavy systems to cloud-native platforms. This transition is driven by the growing need for scalability, operational efficiency, and reduced IT complexity. As networks become more software-driven, cloud-based OSS (Operational Support Systems) and BSS (Business Support Systems) enable service providers to streamline operations, automate workflows, and reduce time-to-market for new services.

At the same time, the rise of 5G, IoT, and digital services is placing new demands on legacy infrastructure, pushing carriers toward modern, flexible architectures. Cloud OSS BSS solutions support real-time orchestration, enhanced customer management, and data-driven decision-making, making them an essential foundation for future-ready telecom operations.

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The increasing adoption of 5G technology is one of the major growth drivers of the Cloud OSS BSS market. As telecom operators roll out 5G networks, they require highly agile and automated systems capable of managing complex network slices, low-latency services, and massive device connectivity. Cloud-based OSS BSS platforms meet these demands by offering real-time analytics, dynamic resource allocation, and flexible service provisioning.

Another factor fueling market growth is the rising demand for digital transformation across telecom enterprises. Cloud OSS BSS solutions help operators shift from traditional revenue models to digital-first business strategies by enabling new monetization opportunities such as subscription models, usage-based billing, and personalized service bundles. This transformation supports improved customer satisfaction and long-term revenue generation.

Cost optimization is also a key driver influencing market adoption. Cloud-native OSS BSS reduces the need for expensive hardware, minimizes maintenance costs, and increases operational efficiency. With pay-as-you-grow models, telecom operators can manage resources more effectively while maintaining high performance levels.

Furthermore, the growing need for automation and AI-driven operations is accelerating investment in cloud OSS BSS solutions. Features such as AI-based network monitoring, predictive maintenance, and automated fault detection enhance network reliability, reduce downtime, and improve user experience.

Despite strong growth prospects, the market faces challenges such as data security concerns, integration complexities with legacy systems, and compliance regulations. However, continuous innovation and partnerships between telecom operators and cloud providers are helping mitigate these constraints.

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The Cloud OSS BSS market is segmented into solution type, deployment mode, enterprise size, and end-user. Solution types include OSS (network management, service assurance, and operations automation) and BSS (billing, revenue management, CRM, and order management). Deployment modes span public, private, and hybrid clouds, with hybrid cloud seeing fast adoption due to flexibility. Large enterprises dominate the market share, while SMEs are adopting cloud OSS BSS solutions rapidly due to cost benefits. Key end users include telecom operators, ISPs, and enterprises offering connected digital services.

The small- and medium-sized enterprises (SMEs) segment currently accounts for the largest share of the cloud OSS BSS market. SMEs are increasingly adopting cloud-based OSS BSS solutions to streamline essential functions such as billing, rating, and charging while improving customer experience. These capabilities help reduce operational complexity and support scalable business growth, driving strong demand within this segment.

Meanwhile, the IT & telecom segment is projected to record the fastest growth during the forecast period. Advancements in IT infrastructure, 5G, IoT, and related technologies are enabling organizations to better manage complex operations and deliver efficient support services, including order capture, CRM, and telecom billing. Additionally, the rapid rise in mobile broadband usage and digital transformation across the telecom industry is further propelling the adoption of cloud OSS BSS solutions.

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Regionally, North America dominated the cloud OSS BSS market in 2021 and is expected to maintain its lead due to strong demand for 5G, IoT adoption, and faster network accessibility. However, Asia-Pacific is poised for substantial growth, driven by increasing uptake of cloud OSS BSS platforms for their benefits—such as simplified deployment, centralized customer support, and enhanced service capabilities including order management and network inventory management.

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The key players profiled in the cloud OSS BSS industry analysis are AMDOCS LIMITED, Telefonaktiebolaget LM Ericsson, Huawei Technologies Co., Ltd., HEWLETT PACKARD ENTERPRISE COMPANY, International Business Machines Corporation, Netcracker, Nokia Corporation, OPTIVA INC, Oracle, ZTE Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the cloud OSS BSS industry.

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• By application, the finance and accounting service segment accounted for the largest business process as a service market share in 2020.
• By region, North America generated highest revenue in 2020.
• By industry vertical, the BFSI segment generated the highest revenue in 2020.

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David Correa

Allied Market Research
+ +1 800-792-5285
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X
