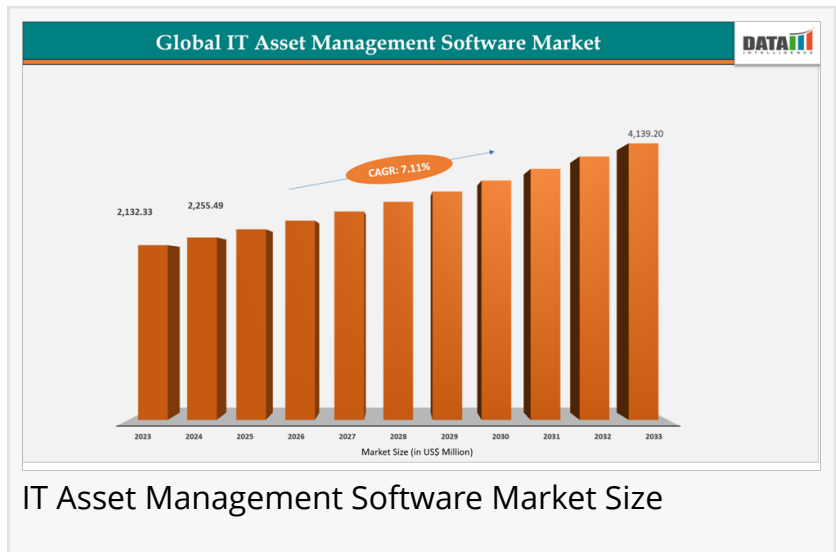


# IT Asset Management Software (ITAMS) Market to hit US\$ 4,139.20 million by 2033 | Growth Analysis 2025-2033

*IT Asset Management Software Market Growth at 7.11% CAGR*

AUSTIN, TX, UNITED STATES, January 22, 2026 /EINPresswire.com/ -- Market Size and Growth

According to DataM Intelligence, the [Global IT asset management software market](#) was valued at US\$ 2,132.33 million in 2023, increased to US\$ 2,255.49 million in 2024, and is projected to reach US\$ 4,139.20 million by 2033, expanding at a CAGR of 7.11% during the forecast period 2025–2033.



IT Asset Management Software Market Size

The market is driven by rising enterprise IT complexity, cloud migration, SaaS sprawl, hybrid work environments, and growing regulatory pressure for software license compliance. ITAM software enables organizations to track, optimize, and govern hardware, software, cloud, and digital assets across on-premises, cloud, and hybrid infrastructures.



United States IT Asset Management Software Market Size to Hit US\$4.13Bn by 2033”

*DataM Intelligence 4Market Research LLP*

As enterprises shift toward FinOps, SaaS management, and AI-driven IT operations, ITAM has evolved from basic inventory tracking to a strategic tool for cost optimization,

risk mitigation, and cybersecurity governance.

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Growth Drivers

- Over USD 430 billion in enterprise IT spend was wasted globally in 2024 due to unused software licenses and underutilized assets, accelerating ITAM adoption.

- SaaS applications per enterprise increased from 110 in 2021 to 275 in 2024, intensifying demand for centralized asset visibility.

- Software license audit penalties exceeded USD 9.6 billion globally in 2024, pushing enterprises toward automated compliance solutions.

- Hybrid and remote work models expanded endpoint assets by 38% since 2020, increasing asset tracking complexity.

- AI-powered ITAM solutions reduce IT operational costs by 25–40% annually through automated discovery and optimization.

## Market Segmentation Analysis

### By Component

The ITAM market is segmented into Software and Services.

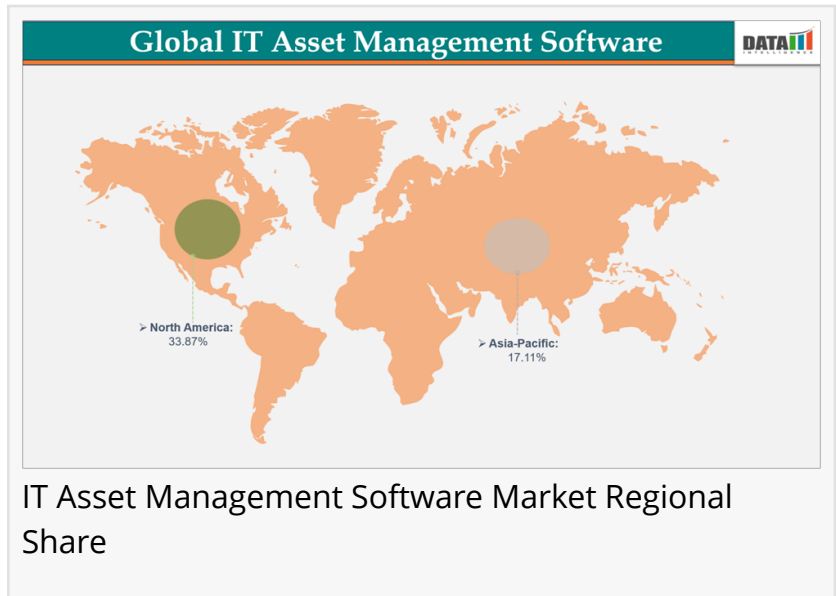
- Software dominates with 72% market share (USD 2.06 billion in 2024), driven by demand for real-time asset discovery, license optimization, cloud cost visibility, and AI-based analytics. It is projected to reach USD 8.5 billion by 2032 at a 19.6% CAGR.

- Services (implementation, consulting, training, and managed services) account for 28% (USD 0.81 billion) and are expected to exceed USD 2.9 billion by 2032, as enterprises seek end-to-end ITAM transformation support.

### By Deployment Mode

- Cloud-Based ITAM leads with 69% share (USD 1.98 billion in 2024) and is projected to surpass USD 8.3 billion by 2032, growing at 20.4% CAGR, driven by scalability, remote asset visibility, and SaaS cost governance.

- On-Premises ITAM holds 31% (USD 0.89 billion), primarily adopted by government, defense,



and regulated industries prioritizing data sovereignty.

### By Asset Type

- Software Asset Management (SAM) accounted for 44% (USD 1.26 billion in 2024), driven by license optimization and audit readiness.
- Hardware Asset Management (HAM) held 33% (USD 0.95 billion), supported by lifecycle tracking of endpoints, servers, and network devices.
- Cloud & Digital Assets represented 23% (USD 0.66 billion) and are the fastest-growing segment at 22% CAGR, fueled by FinOps and SaaS management platforms.

### By Organization Size

- Large Enterprises dominated with 61% market share (USD 1.75 billion), leveraging ITAM for global compliance and cost control.
- Small & Medium Enterprises (SMEs) accounted for 39% (USD 1.12 billion) and are expected to grow fastest at 20.8% CAGR, driven by affordable cloud-based ITAM solutions.

### By Industry Vertical

- BFSI led with 22% share (USD 631 million in 2024), driven by compliance and cybersecurity governance.
- IT & Telecom accounted for 19% (USD 545 million) due to complex software and infrastructure environments.
- Healthcare & Life Sciences represented 15% (USD 431 million), focusing on asset traceability and regulatory compliance.
- Manufacturing & Energy held 18% (USD 517 million), leveraging ITAM for operational technology (OT) asset tracking.
- Government, Retail, Education & Others collectively comprised 26% (USD 746 million).

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### Regional Insights

#### United States

The U.S. ITAM Software Market was valued at USD 1.05 billion in 2024 and is projected to reach USD 4.2 billion by 2032, growing at 18.6% CAGR.

- Over 72% of Fortune 1000 companies use advanced ITAM platforms for SaaS and cloud cost optimization.
- Rising software audit activity by vendors such as Oracle, SAP, and Microsoft is accelerating ITAM adoption.
- Federal IT modernization programs allocated USD 1.1 billion toward asset governance and lifecycle management in 2024.

## Europe

Europe accounted for USD 820 million in 2024, projected to reach USD 3.1 billion by 2032.

- GDPR, DORA, and ISO 19770 standards are driving ITAM compliance adoption.
- Germany, the UK, and France lead enterprise IT governance investments.
- Cloud-based ITAM adoption increased 2.4× since 2021 across European enterprises.

## Asia-Pacific

Asia-Pacific is the fastest-growing region, expanding at 21.3% CAGR, from USD 620 million in 2024 to USD 2.8 billion by 2032.

- Rapid digitalization across India, China, Japan, and Southeast Asia.
- Large-scale IT outsourcing and managed services driving centralized asset tracking.
- Japan and South Korea lead in AI-enabled ITAM adoption.

## Key Players

According to DataM Intelligence, the IT Asset Management Software Market is moderately consolidated, with global software vendors competing on automation, AI analytics, SaaS visibility, and integration capabilities.

1. ServiceNow, Inc
2. IBM Corporation
3. Ixera Software LLC

4. Snow Software AB
5. BMC Software, Inc.
6. Ivanti, Inc.
7. OpenText
8. ManageEngine
9. Broadcom
10. Lansweeper
11. Microsoft Corporation
12. Hewlett Packard Enterprise Development LP
13. Oracle Corporation
14. Freshworks Inc

### Key Highlights

- ServiceNow crossed USD 9.1 billion in platform revenue, with ITAM adoption growing 34% YoY.
- Flexera manages over USD 40 billion in software spend across enterprise clients globally.
- IBM expanded AI-driven asset intelligence within its Maximo and hybrid cloud offerings.
- Snow Software tracks over 1 billion software installations worldwide.
- ManageEngine serves 280,000+ organizations, with strong SME penetration.

### Recent Developments

- ServiceNow launched AI-powered ITAM Predictive Insights
- Flexera acquired a cloud FinOps startup to strengthen SaaS cost governance
- IBM integrated ITAM analytics with Red Hat OpenShift environments
- Ivanti introduced zero-trust asset discovery for hybrid endpoints
- Snow Software partnered with AWS to enhance SaaS visibility

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### Market Outlook & Opportunities

- Global ITAM software revenue to exceed USD 11.4 billion by 2032.
- SaaS & cloud asset management to contribute over 45% of total market growth.
- AI-driven ITAM to reduce IT wastage by USD 120 billion annually by 2032.
- SME adoption to double due to subscription-based pricing models.
- Integration with cybersecurity, FinOps, and AIOps to unlock USD 6.8 billion in incremental value.

## Conclusion

The Global IT Asset Management Software Market is transitioning from a support function to a strategic enterprise governance platform. ITAM is becoming indispensable for cost control, compliance, and digital resilience.

According to DataM Intelligence, leaders such as ServiceNow, IBM, Flexera, and Snow Software are reshaping IT governance through AI-driven insights, cloud visibility, and automated compliance. As enterprises navigate SaaS sprawl, cloud cost pressure, and regulatory complexity, IT Asset Management Software will remain a cornerstone of enterprise IT strategy through 2032.

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