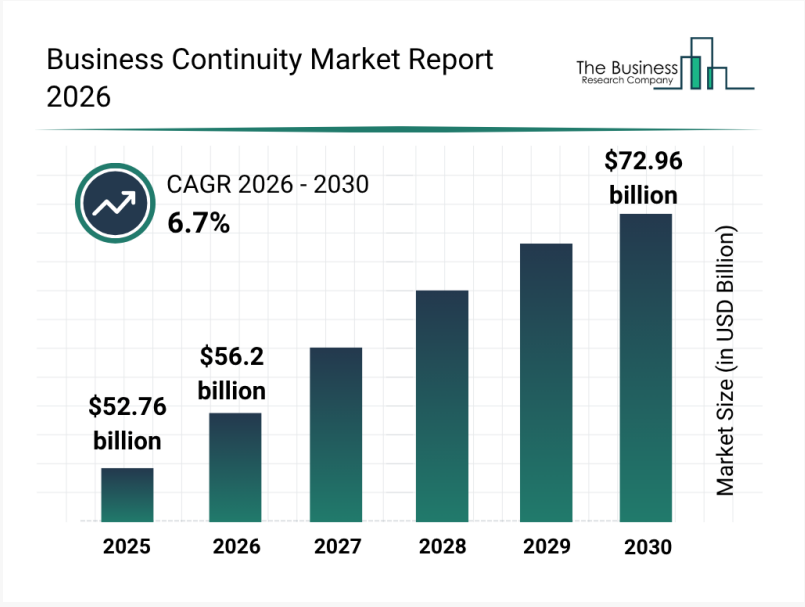
Business Continuity Market Forecast To Hit $72.96Billion By 2030 Amid Strong Industry Growth

The Business Research Company's Business Continuity Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035



Business Continuity Market Size



The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, October 1, 2026 /EINPresswire.com/ -- The business continuity market has become increasingly vital as organizations strive to safeguard their operations against unexpected disruptions. With growing complexities in IT infrastructure and rising threats from cyberattacks and natural disasters, the need for reliable continuity solutions is more pronounced than ever. Let's explore the current market size, key drivers, prominent regional insights, and the trends shaping this essential industry.

Steady Growth in Business Continuity Market Size Through 2026

The business continuity market has witnessed robust growth recently. It is projected to expand from $52.76 billion in 2025 to $56.2 billion in 2026, achieving a compound annual growth rate (CAGR) of 6.5%. This upward trajectory in the past years is mainly due to factors such as increased occurrences of natural disasters, a rise in cybersecurity threats, the expansion of enterprise IT infrastructures, stricter regulatory compliance requirements, and the growth of global business operations.

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aid&utm_campaign=Oct_PR

Projected Expansion and Future Outlook of the Business Continuity Market
Looking ahead, the market is anticipated to grow strongly, reaching $72.96 billion by 2030 with a CAGR of 6.7%. The forecasted growth is driven by an escalating dependence on digital infrastructure, increased cyberattack frequency, broader adoption of cloud-based recovery solutions, heightened demand for real-time risk monitoring, and the rise of remote and hybrid work models. Key emerging trends include a growing emphasis on enterprise-wide risk assessments and business impact analyses, the integration of comprehensive continuity planning frameworks, the demand for real-time incident response and recovery tools, stronger focus on governance and regulatory compliance, and the increasing importance of resilience testing and simulations.

Understanding Business Continuity and Its Core Functions
Business continuity refers to a specialized set of services provided by companies to help organizations prepare for, manage, and maintain critical operations during and after unexpected events like natural disasters, cyberattacks, or equipment failures. This encompasses activities such as risk assessments, business impact analyses, strategy development, planning, testing, and recovery processes designed to ensure operational resilience and minimize downtime during crises.

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https://thebusinessresearchcompany.com/report/business-continuity-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

Disaster Recovery as a Major Driver of Business Continuity Market Growth
One of the primary growth drivers for the business continuity market is the rising demand for disaster recovery as a service (DRaaS). DRaaS is a cloud-based solution that duplicates and restores an organization’s data, applications, and IT infrastructure promptly after disruptions, enabling quick recovery and continuous operations. This demand is fueled by the increasing frequency of ransomware attacks and cyber threats, as organizations prioritize minimizing downtime and ensuring rapid data restoration.

The Growing Importance of Disaster Recovery Services in Market Expansion
The necessity for resilient IT infrastructures that support uninterrupted functions and efficient recovery methods further boosts the adoption of disaster recovery services. For example, in 2023, America’s Cyber Defense Agency reported over 1,200 pre-ransomware alerts across sectors such as healthcare, education, government, and critical infrastructure, alongside 294 notifications shared with 27 global partners to counteract early ransomware threats. These developments highlight how expanding disaster recovery needs are propelling the overall business continuity market forward.

Regional Market Dynamics in Business Continuity

In 2025, North America held the largest share of the business continuity market. Meanwhile, the Asia-Pacific region is expected to be the fastest-growing market throughout the forecast period. The comprehensive market overview includes regions such as Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, offering a broad perspective on global market trends.

Our 2026 reports feature deeper market intelligence with market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, and updated graphics and tables.

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