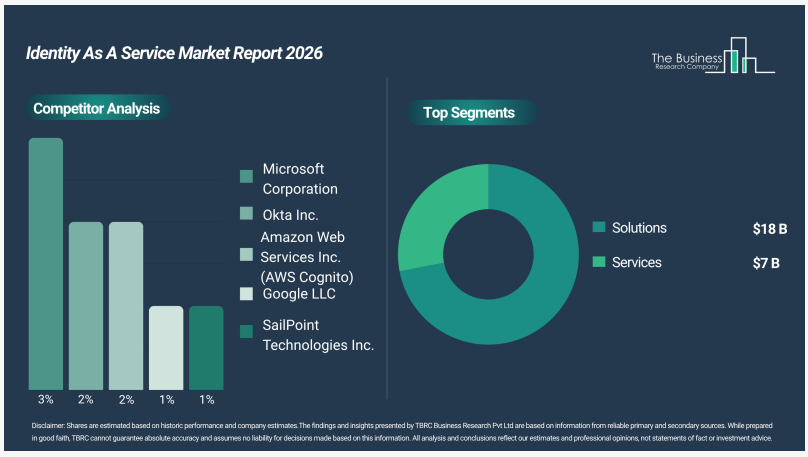
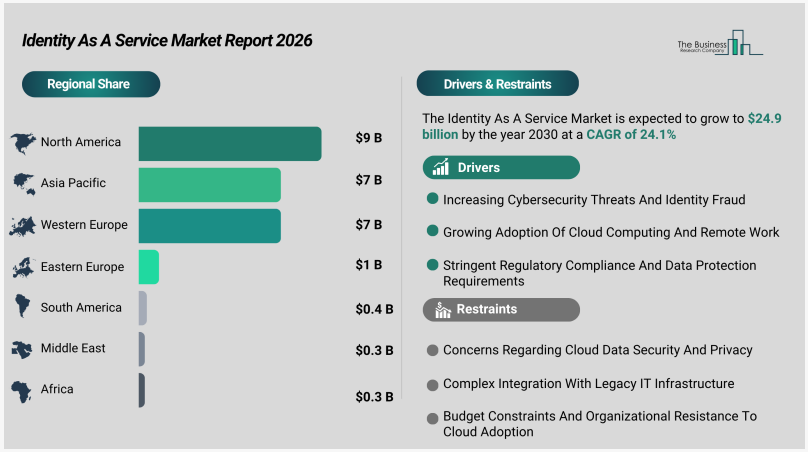
Identity As A Service Market to Grow at 24% CAGR, Exceeding $25 billion by 2030, with North America Leading

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



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LONDON, GREATER LONDON , UNITED KINGDOM, October 8, 2026 /EINPresswire.com/ -- The digital identity landscape is evolving rapidly, with identity as a service (IDaaS) emerging as a key growth area within the broader cloud services and information technology markets. As organizations prioritize secure access and compliance, the IDaaS market is set to experience significant expansion over the coming years. Let's explore the market's size, growth drivers, competitive environment, and future outlook.

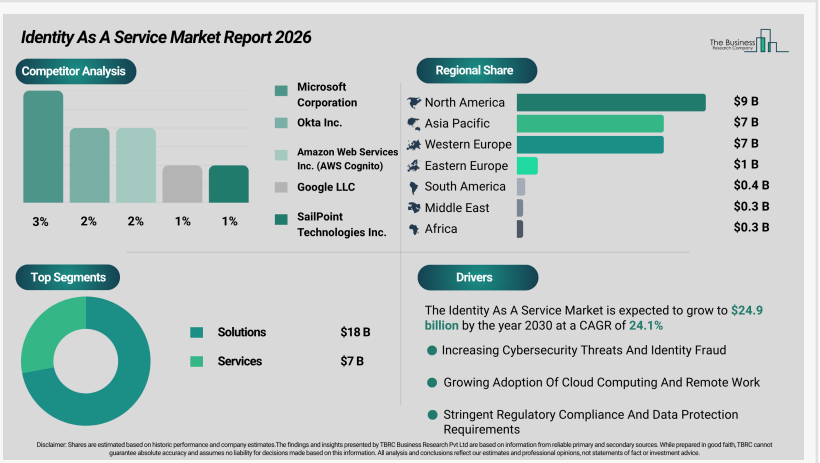
Projected Expansion and Market Size of Identity As A Service

The identity as a service market is expected to surpass $25 billion by 2030. This segment forms about 3% of the larger Cloud Services market, which itself is forecasted to reach around $955 billion by the same year. Within the overall Information Technology industry, projected to hit $13,788 billion by 2030, IDaaS will represent close to 0.2% of the total market value.

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Key Factors Powering Growth in the Identity As A Service Market
One of the primary forces behind the rapid rise of the IDaaS market is the intensifying landscape of cybersecurity threats and identity fraud. Attackers increasingly exploit credentials through phishing, ransomware, and other tactics, positioning identity as a critical security boundary. Organizations across sectors such as banking, healthcare, and government are investing in cloud identity platforms that incorporate multi-factor authentication, adaptive and biometric verification, risk-based controls, and continuous monitoring to prevent unauthorized access and strengthen zero-trust security models.

Another significant driver of growth is the expanding adoption of cloud computing combined with the shift toward remote work. As workloads and data migrate to public, private, and hybrid clouds, secure and seamless access from various devices and locations becomes essential. Traditional on-premises identity systems fall short in this regard, while IDaaS offers centralized identity management, automated provisioning, and improved access governance. The rise of hybrid workplaces, bring-your-own-device policies, and dispersed workforces further fuel demand for these cloud-based identity solutions.

Access The Detailed Identity As A Service Market Report Here
https://thebusinessresearchcompany.com/report/identity-as-a-service-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

The Impact of Compliance and Data Privacy Regulations on IDaaS Demand
Stringent regulations like GDPR, HIPAA, CCPA, PCI DSS, and SOX are compelling organizations to adopt stronger identity management practices. These frameworks require robust authentication, role-based access controls, audit logging, and continuous monitoring. IDaaS platforms help automate compliance by providing detailed audit trails, enforcing policies, simplifying governance, and facilitating regulatory reporting. Increasing penalties for data breaches and heightened customer expectations around privacy are pushing regulated industries to accelerate adoption of identity as a service.

Breakdown of Identity As A Service Market Segments
In terms of components, the market divides into solutions and services. Solutions will dominate in 2030, making up approximately 72% or $18 billion of the total market. This segment benefits

from growing needs for single sign-on, adaptive authentication, biometric verification, identity analytics, and scalable platforms that address complex IT environments.

Additional segmentation includes:
- Access types such as single sign-on, multi-factor authentication, compliance management, directory services, and others.
- Deployment models categorized into public, private, and hybrid clouds.
- Organization size, split between small and medium-sized enterprises (SMEs) and large enterprises.
- End-user industries including government, retail, transportation, media, IT and telecommunications, BFSI, healthcare, automotive, and more.

Regional Perspective on the Identity As A Service Market
North America is forecasted to maintain its position as the largest regional market for IDaaS by 2030, valued at $9.4 billion, up from $3.2 billion in 2025. This growth, projected at a CAGR of 24%, reflects factors such as widespread use of zero-trust frameworks, hybrid cloud adoption, regulatory compliance, and significant investments in authentication and identity governance across the United States and Canada.

Top Country Market Outlook Within Identity As A Service
The United States will emerge as the leading country in the IDaaS market, expected to reach $8.5 billion by 2030, growing from $3.0 billion in 2025 at a CAGR of 23%. This expansion is driven by demand for automated user provisioning, identity-centric security architectures, cloud-based business applications, and digital transformation initiatives spanning multiple industries.

Competitive Environment in the Identity As A Service Sector
The IDaaS industry is mainly led by global cybersecurity firms and specialized cloud access security providers. Their strategies focus on advanced authentication technologies, zero trust security models, multi-factor and single sign-on solutions, and AI-driven identity governance. Key competitive factors include regulatory compliance, secure remote workforce access, seamless user experience, and integration with cloud-native as well as hybrid IT systems. Companies vying for market share emphasize innovation, strategic alliances, and expansion to respond to evolving cybersecurity challenges.

Market Leaders and Their Positions in 2025
According to The Business Research Company, Microsoft Corporation led global sales in 2025 with a 3% market share. Microsoft's security division offers a suite of cloud-based identity and access management solutions, including authentication, single sign-on, multi-factor authentication, identity governance, and privileged access management, safeguarding digital identities across enterprise and cloud environments.

Market Fragmentation and Competitive Dynamics
The identity as a service market remains relatively fragmented, with the top 10 players

collectively accounting for just 12% of total revenue in 2025. Moderate technological and regulatory barriers exist due to complex cybersecurity regulations, privacy mandates, and the need for scalable, reliable authentication systems. Leading firms maintain strong footholds through broad portfolios, global enterprise clientele, and continuous advancements in identity governance and zero trust security. As demand surges for secure digital identities and cloud access management, competition is expected to intensify with growing emphasis on partnerships, innovation, and geographic growth.

Major players and their 2025 market shares include: Microsoft Corporation (3%), Okta Inc. (2%), Amazon Web Services Inc. (AWS Cognito) (2%), Google LLC (1%), SailPoint Technologies Inc. (1%), CyberArk Software Ltd. (1%), Ping Identity Corporation (1%), Oracle Corporation (0.3%), IBM (0.3%), and Saviynt Inc. (0.2%).

Emerging Trends Shaping the Identity As A Service Market
Machine learning is playing an increasingly important role in identity governance by enhancing access security, automating identity lifecycle processes, and supporting regulatory compliance. A recent example is Microsoft Corporation's June 2024 launch of Microsoft Entra Identity Governance, an advanced solution that combines automated access provisioning with integration across cloud and on-premises applications to boost security and operational efficiency.

Forecasted Opportunities in the Identity As A Service Market Through 2030
The combined solutions and services segments present the largest growth potential, expected to contribute more than $17 billion in value by 2030. Solutions alone are projected to grow by $12 billion, while services will add $5 billion between 2025 and 2030. Key growth areas include passwordless authentication, decentralized digital identities, identity orchestration, AI-driven risk assessments, seamless customer identity management across digital channels, and modernization of enterprise identity frameworks—all geared toward secure and frictionless digital experiences with a cloud-first security approach.

Strategic Approaches for Success in the IDaaS Market
Leading companies are focusing on:
- Developing scalable and secure identity management platforms delivered as a service
- Leveraging AI and machine learning to enhance identity verification and security
- Expanding cloud-based identity solutions to support workforce mobility and digital transformation
- Implementing zero trust frameworks to strengthen authentication and cyber resilience

Prominent Companies Active in the Identity As A Service Market
Some of the leading organizations in this field include Microsoft Corporation, Okta Inc., Amazon Web Services Inc. (AWS Cognito), Google LLC, SailPoint Technologies Inc., CyberArk Software Ltd., Ping Identity Corporation, Oracle Corporation, IBM, Saviynt Inc., HCL Technologies Limited, JumpCloud Inc., Transmit Security Inc., SecureAuth Corporation, Simeio Solutions LLC,

LoginRadius Inc., FusionAuth Inc., Exostar LLC, ILANTUS Technologies, Avatier Corporation, and EmpowerID Inc.

The Identity As A Service Market Ecosystem Participants
Raw material and technology suppliers to the IDaaS market include Microsoft Corporation, Google LLC, Amazon Web Services, Oracle Corporation, IBM, Cisco Systems, Broadcom, Intel, NVIDIA, Hewlett Packard Enterprise, Dell Technologies, Red Hat, Cloud Software Group, Akamai, Fortinet, Palo Alto Networks, F5, DigiCert, Thales Group, Yubico, HID Global, Entrust Corporation, RSA Security, and OneSpan.

Wholesalers and distributors supporting this ecosystem cover companies such as Ingram Micro Holding Corporation, TD Arrow Electronics, Avnet, Westcon-Comstor, Exclusive Networks, Carahsoft Technology Corporation, SHI International, CDW Corporation, Insight Enterprises, Softchoice Corporation, Computacenter, Bechtle AG, Crayon Group, Bytes Technology Group, SoftwareONE Holding, Presidio, ePlus Inc., ScanSource, ALSO Holding AG, Redington Limited, Dicker Data Limited, Climb Global Solutions, and Mindware FZ LLC, among others.

End users in this market include Okta Inc., Ping Identity Holding Corp., SailPoint Technologies Holdings, CyberArk Software Ltd., Saviynt Inc., JumpCloud Inc., OneLogin Inc., SecureAuth Corporation, FusionAuth Inc., LoginRadius Inc., Transmit Security Ltd., ForgeRock Inc., Simeio Solutions LLC, EmpowerID Inc., Avatier Corporation, ILANTUS Technologies Pvt. Ltd., Exostar LLC, miniOrange Security Software Pvt. Ltd., Auth0 Inc., Descope Inc., Stytch Inc., WorkOS Inc., and Frontegg Ltd.

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