Continuous Delivery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The Continuous Delivery Market was valued at USD 3.48 billion in the current year and is expected to register a CAGR of 15.81%, reaching USD 8.47 billion in five years. According to Perforce Software, Inc., an American software developer, 65% of managers, software developers, and executives report that their organizations have started using continuous delivery.

Key Highlights
-The market for continuous delivery is expanding rapidly, owing primarily to the growth of artificial intelligence (AI) and machine learning (ML). AI/ML-powered technologies are transforming the software development process due to the rapid deployment of connected infrastructure and the rising autonomy of digital devices. These technologies enable self-regeneration systems, automate testing, forecast deployment results, improve release schedules, and provide smart monitoring and alarms.
-Moreover, Agile development approaches have grown in favor due to their ability to deliver software more quickly and flexibly. Continuous delivery aligns well with Agile principles, giving the software minor incremental updates rather than significant, periodic releases. According to Atlassian Corporation, an Australian software company, at least 71% of United States organizations use Agile. Further, Agile initiatives have a 64% success rate, while waterfall projects have a 49% success rate. Agile projects are 1.5X more successful than waterfall projects.
-The rising adoption of cloud computing and Infrastructure as Code has improved scaling and adaptability in infrastructure management. Continuous delivery swiftly allows enterprises to deploy and manage their applications in cloud configurations with cloud platforms and Infrastructure as Code tools. Continuous delivery CI/CD pipelines are automated processes enabling businesses and organizations to build, test, and deploy software quickly and reliably. Cloud infrastructure provides a flexible and scalable platform for running these processes, allowing companies to adapt to changing demands and optimize resource usage. These tools help organizations achieve greater business agility in several vital ways.
-However, open-source continuous delivery projects and tools are set to dominate the commercial straight delivery tools segment,

driving the growth of the service steady delivery market. The constant delivery market helps businesses or enterprises change how they deliver services and run their businesses to be more accurate, save money, and be more productive. Also, it creates a lot of helpful information that helps people make better and faster decisions. This information can optimize current processes and operations or predict when, where, and how to offer the best products and services.
-However, the continuous market expansion may need to be improved due to businesses' reluctance to embrace change and integrate new technologies into their existing processes and toolchains. Many companies require support in adopting completely automated techniques for using DevOps and continuous delivery solutions.
-The COVID-19 pandemic accelerated the digital transformation efforts of several businesses. Organizations had to adapt to remote work and offer software changes quickly to fulfill evolving consumer expectations. Continuous delivery has been essential for facilitating such changes while sustaining business continuity.

Continuous Delivery Market Trends

Increasing Adoption of Cloud Technology in the Continuous Delivery Market

- Implementing continuous delivery tools on the cloud provides high scalability, flexibility, and sharing capabilities with defined authority. The people who make constant delivery tools are taking advantage of the chance to get a piece of the market.
- Continuous delivery tools provide DevOps capabilities that allow teams to collaborate, develop, test, deploy, and manage software on the cloud in one place. This helps end users access everything and build new applications on the cloud.
- Most companies are moving their data to the cloud, so industry players are developing cloud-based solutions to exploit the market opportunity. This is likely to boost market growth over the next few years.
- Google announced Cloud Build, which helps fully manage continuous delivery and integration platforms, helping build, test, and deploy software quickly and at scale. Also, companies are investing in cloud computing, which is expected to help the market grow over the next few years.
- For instance, in the current year, Amazon Web Services (AWS), a cloud computing division of Amazon.com Inc., has announced a significant investment plan for India. The company intends to invest a staggering INR 1.06 trillion (USD 13 billion) in the current year. The increasing demand for cloud services in India drives substantial financial commitment. The investment will primarily focus on expanding and strengthening AWS's cloud infrastructure nationwide.
- With the public cloud, businesses can make changes and run their operations more quickly and effectively in response to changes in the market. It improves the user-friendliness of technology. It has made building incredibly engaging consumer experiences in previously unthinkable ways possible.
- Due to cloud adoption, people and organizations have modified their behavior, and several business lines have gotten things done by getting past technological restrictions. Cloud trends affect how organizations plan to invest, how they make decisions about their digital businesses, how they choose vendors, and what technologies they choose.
- One of the prominent trends in the continuous delivery market is release management, planning, and release automation tools, which make it easier for DevOps applications and tools to deploy software to public or private clouds. Release automation tools, for example, can save time by making it easy for the staff to set up templates for deployment configurations.

North America to Occupy Significant Market Share

- The North American region is projected to have the most significant growth in demand due to the early adoption of cloud-based technologies and IoT by the United States. However, advantages such as increased flexibility and agility and the ability to implement new applications are essential.

- Additionally, companies are adopting cloud-based applications in the North American region, and it was estimated that nearly 35% of SMBs in the United States have already deployed cloud solutions. There have been a series of mergers, collaborations, and acquisitions in North America to take advantage of this opportunity. Steltix, for example, has collaborated with Autodeploy to bring a continuous deployment and delivery software suite to European markets.
- The rise of new technologies like machine learning (ML), artificial intelligence (AI), and predictive and prescriptive analytics, and integrating these new technologies with continuous delivery models, rules, self-learning, data sets, and inference engines will help organizations run more smoothly.
- The primary driver behind these investments has been the continuous evolution of new technologies to utilize previously considered non-commercial volumes. With these investments, North America's retail, healthcare, communications, and manufacturing applications are expected to hold a significant market share.

Continuous Delivery Industry Overview

The continuous delivery market is fragmented. With the adoption of new technologies, many players are entering the market with innovation and development, making the market competitive. Some of the key players include IBM Corporation, Microsoft Corporation, Accenture PLC, Salesforce Inc., Wipro Limited, CA Technologies (Broadcom Company), XebiaLabs (DIGITAL.AI), Electric Cloud Inc. (CloudBees Inc.), Red Hat Inc., and Atlassian, among others.

In October 2022, Intel Corp. and Alphabet Inc.'s Google Cloud launched a co-designed chip to make data centers more secure and efficient. Google continues its trend of creating custom chips for data center operations. Analysts state that custom-designed chips are an ongoing trend speeding up the adoption of bare metal.

In December 2022, Salesforce announced the availability of a low-code DevOps Center service on its infrastructure, providing developers with an opinionated platform for building custom applications. The Salesforce DevOps Center service is based on the same object model that Salesforce uses to construct its applications. Moreover, in 2023, Salesforce embed more robust continuous integration/continuous delivery (CI/CD) capabilities within the platform to simplify deploying custom applications on the Salesforce platform.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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