

Enterprise Agile Transformation Services Market by Methodology (Scrum, Scrum/XP, Scrumban, Kanban, Custom Hybrid, and Others), Service Type (Development Services, Consulting Services, and Others), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Industry Vertical (IT and Telecom, BFSI, Retail, Media and Entertainment, Government and Public Sector, Manufacturing, Healthcare, and Others), and Region 2025-2033

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Report description:

The global enterprise agile transformation services market size reached USD 42.0 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 179.9 Billion by 2033, exhibiting a growth rate (CAGR) of 16.68% during 2025-2033. The increasing need in marketing and advertising campaigns, the integration of advanced technologies, and the trend of automation represent some of the key factors driving the market.

Enterprise agile transformation is a process wherein agile principles and practices are adopted within an organization to improve efficiency and adaptability. It comprises various services, including coaching, training, consulting, tools, and software to support agile teams, such as project management software, task tracking tools, and collaboration platforms. Enterprise agile transformation services help teams and organizations in working more efficiently by breaking down large projects into smaller, manageable chunks of work and adjusting and adapting to changing priorities and requirements. These services also assist in improving collaboration and communication, high return on investment (ROI), early risk detection capabilities, and reducing costs associated with management and product development. Nowadays, key players are offering tailored solutions according to the requirements of the organization.

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Enterprise Agile Transformation Services Market Trends:

Enterprise agile transformation services are employed in the banking, financial services and insurance (BFSI) industry to streamline financial operations and improve financial planning and decision-making processes. This represents one of the major factors strengthening the market growth around the world. Moreover, the increasing adoption of these services in the healthcare industry to enhance patient care and simplify the process is propelling the market growth. In addition, the growing use of enterprise agile transformation services to improve the effectiveness of marketing and advertising campaigns is influencing the market positively. Apart from this, there is a rise in the utilization of these services in the education sector to enhance the effectiveness of educational processes, such as managing curricular and student learning. Furthermore, there is an increase in the integration of cloud computing, data analytics, the internet of things (IoT), artificial intelligence (AI), and machine learning (ML) in enterprise agile transformation services to support agile practices and enable organizations to deliver value more quickly and efficiently. These advanced technologies also help organizations build and deploy applications, automate repetitive tasks and make data-driven decisions. This, along with the advent of DevOps tools, project management software, chat platforms, and video conferencing tools that allow agile teams to collaborate and communicate more effectively, is providing a favorable market outlook. Besides this, the emerging trend of automation and the advent of Industry 4.0 is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global enterprise agile transformation services market, along with forecasts at the global, regional, and country levels from 2025-2033. Our report has categorized the market based on methodology, service type, organization size, and industry vertical.

Methodology Insights:

- Scrum
- Scrum/XP
- Scrumban
- Kanban
- Custom Hybrid
- Others

The report has provided a detailed breakup and analysis of the enterprise agile transformation services market based on the methodology. This includes scrum, scrum/XP, scrumban, kanban, custom hybrid, and others. According to the report, scrum represented the largest segment.

Service Type Insights:

- Development Services
- Consulting Services
- Others

A detailed breakup and analysis of the enterprise agile transformation services market based on the service type has also been provided in the report. This includes development services, consulting services, and others. According to the report, development services accounted for the largest market share.

Organization Size Insights:

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Large Enterprises

Small and Medium-sized Enterprises

The report has provided a detailed breakup and analysis of the enterprise agile transformation services market based on the organization size. This includes large enterprises and small and medium-sized enterprises. According to the report, large enterprises represented the largest segment.

Industry Vertical Insights:

IT and Telecom

BFSI

Retail

Media and Entertainment

Government and Public Sector

Manufacturing

Healthcare

Others

A detailed breakup and analysis of the enterprise agile transformation services market based on the industry vertical has also been provided in the report. This includes IT and telecom, BFSI, retail, media and entertainment, government and public sector, manufacturing, healthcare, and others. According to the report, IT and telecom accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

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Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for enterprise agile transformation services. Some of the factors driving the North America enterprise agile transformation services market included the advent of industry 4.0, increasing demand for enhanced collaboration and communication among enterprises, the integration of advanced technologies, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global enterprise agile transformation services market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Accenture plc, AgileSparks, Apexon, Broadcom Inc., Eliassen Group LLC, Endava PLC, Hexaware Technologies Limited, International Business Machines Corporation, LeadingAgile, Symphony Solutions, Xebia, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global enterprise agile transformation services market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global enterprise agile transformation services market?

What are the key regional markets?

Which countries represent the most attractive enterprise agile transformation services markets?

What is the breakup of the market based on the methodology?

What is the breakup of the market based on the service type?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the industry vertical?

What is the competitive structure of the global enterprise agile transformation services market?

Who are the key players/companies in the global enterprise agile transformation services market?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global Enterprise Agile Transformation Services Market
 - 5.1 Market Overview
 - 5.2 Market Performance

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- 5.3 Impact of COVID-19
- 5.4 Market Forecast
- 6 Market Breakup by Methodology
 - 6.1 Scrum
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Scrum/XP
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Scrumban
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
 - 6.4 Kanban
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
 - 6.5 Custom Hybrid
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
 - 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 7 Market Breakup by Service Type
 - 7.1 Development Services
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 Consulting Services
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 Others
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 8 Market Breakup by Organization Size
 - 8.1 Large Enterprises
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Small and Medium-sized Enterprises
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 9 Market Breakup by Industry Vertical
 - 9.1 IT and Telecom
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2 BFSI
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
 - 9.3 Retail
 - 9.3.1 Market Trends

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- 9.3.2 Market Forecast
- 9.4 Media and Entertainment
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Government and Public Sector
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Manufacturing
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Healthcare
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Others
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 10 Market Breakup by Region
 - 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
 - 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
 - 10.3 Europe

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- 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast
- 11 Drivers, Restraints, and Opportunities
 - 11.1 Overview
 - 11.2 Drivers
 - 11.3 Restraints
 - 11.4 Opportunities
- 12 Value Chain Analysis
- 13 Porters Five Forces Analysis
 - 13.1 Overview
 - 13.2 Bargaining Power of Buyers
 - 13.3 Bargaining Power of Suppliers
 - 13.4 Degree of Competition
 - 13.5 Threat of New Entrants

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- 13.6 Threat of Substitutes
- 14 Price Analysis
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Key Players
 - 15.3 Profiles of Key Players
 - 15.3.1 Accenture plc
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 Financials
 - 15.3.1.4 SWOT Analysis
 - 15.3.2 AgileSparks
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Apexon
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.4 Broadcom Inc.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.4.3 Financials
 - 15.3.4.4 SWOT Analysis
 - 15.3.5 Eliassen Group LLC
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 Endava PLC
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.7 Hexaware Technologies Limited
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.8 International Business Machines Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
 - 15.3.9 LeadingAgile
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.10 Symphony Solutions
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
 - 15.3.11 Xebia
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio

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