

Cloud Billing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Cloud Billing Market is expected to register a CAGR of 23% during the forecast period.

Key Highlights

- As the industry's technological landscape changes, businesses are looking for cost-effective ways to increase their competitiveness in the market. Cloud billing solutions are cost-efficient as they help in reducing the cost of resources and the IT infrastructure, thus driving the demand for the cloud billing system.
- Also, the massive growth in e-commerce and virtualized workplaces is increasing the need for simplified operations and billing process transparency, further driving the market growth. Also, the growth of the cloud-based POS system is giving rise to cloud billing in the retail sector.
- The growing requirement for lower capital and operational expenditures is projected to propel the cloud billing industry forward in the future years. Billing developed from a discrete back-office product to an integral component of the complete quote-to-cash process with the arrival of the cloud. Cloud billing enables organizations to save money while providing exceptional customer service. According to Flexera research, in the last year, 89% of firms desire multiple-hybrid cloud. As a result, the growing need for cheaper capital and operational expenses drives the expansion of the cloud billing industry.
- However, the transition from on-premises to cloud-based billing solutions, especially in small and medium firms, is expected to hinder the market growth. This is due to the costs involved with the transformation and privacy and data security issues related to cloud billing solutions.
- The COVID-19 outbreak had a favorable influence on the cloud billing business. Due to the worldwide lockdown, cloud billing systems have become popular as businesses implement new and inventive invoicing ways. The popularity of cloud-based billing systems increased significantly during the COVID-19 pandemic due to their cheap cost and scalability.

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Cloud Billing Market Trends

Retail Sector Expected to Show Maximum Application

- The rise of e-commerce giants has resulted in a substantial surge in the sales of products and services over the online platform, increasing the number of digital documents such as invoices and bills. This has made it imperative for the e-commerce players to have solutions like cloud billing that enable them to effectively and efficiently manage resources and operations, thereby enabling them to provide a smooth experience to their consumers.
- Businesses are quickly adopting cloud technology to manage better and analyze data to gain real-time insights. Furthermore, cloud migration allows businesses that rely on retail to explore new business opportunities within their company and provides retailers with a much-needed competitive edge over traditional retail outlets.
- The expanding retail sales industry is likely to fuel the cloud billing market. As per the National Retail Federation, overall retail sales in the U.S. reached nearly 4.86 trillion U.S. dollars last year, up USD 53 billion from the previous year. Grocery shops, restaurants, and booksellers are examples of retail establishments. The U.S. has around four million retail enterprises.
- Technological advancements are shaping the cloud billing industry. Major cloud billing firms are focusing on providing technology solutions for cloud billing to speed up business growth.
- For instance, in January this year, Oracle expanded its full retail cloud infrastructure by adding the Oracle Retail Payments Cloud Service. With the technology, U.S. merchants can take the most up-to-date contactless payment alternatives, such as debit/credit cards and Apple, Samsung Pay, and Google, without the added charges and unpredictability that eat into their profits. This is all done with clear, fixed-fee pricing, with no contract extensions, lock-ins, or monthly minimums.

North America Expected to Dominate the Market

- North America is anticipated to dominate the cloud billing market during the forecast period, owing to the presence of major solution providers in the region. Also, the region has always remained at the forefront of technology adoption.
- The retail market in North America is expanding rapidly, particularly in nations such as Canada and the United States. The retail industry in North America is one of the largest, owing to the existence of businesses such as Costco, Walmart, Home Depot, Kroger, and Target.
- Furthermore, North America is the market leader for retail cloud solutions. Compared to many other regions, the region features one of the more innovative retail environments. In addition, cloud solutions are widely used in specialty retailers in the region.
- Retail sales in the United States are expanding significantly; this rise is likely to generate demand for cloud billing for processing huge volumes of transactions. According to the US Census Bureau, retail sales in the United States in January last year were nearly USD 518.15 billion, and retail sales in October last year were estimated to be around USD 597.83 billion.
- Furthermore, market participants having a presence in the region are creating technologies to acquire a competitive advantage. Oracle, for example, announced new tools in March last year to see and control the cloud subscription and invoicing directly in the Oracle Cloud Interface. These capabilities were developed in close collaboration with a group of Oracle Cloud Infrastructure (OCI) clients and were motivated by their requirements to meet major billing use cases. Consequently, this new feature adds to the company's commitment to providing a superior ownership experience by making cloud paying and usage more straightforward.

Cloud Billing Industry Overview

The cloud billing market's competitive landscape is gradually shifting towards fragmentation, owing to the presence of various

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solution providers across the globe. However, due to the increased instances of cloud adoption in various regions and end-user industries, the market competitiveness amongst the players is also increasing. Also, new and emerging players are entering the market, hence diluting the market share. Moreover, many existing major players are forming new strategies and partnerships to stay ahead of the competition in the market. In September 2022, Gentrack was chosen by Pulse Energy, a top provider of energy and broadband services, to be their system transition partner. The collaboration will accelerate organizational change and assist Pulse Energy in creating fresh client journeys throughout its enterprise. The Gentrack Cloud Billing and Operations solution will be made available on Amazon Web Services (AWS) as a transition component, with additional cloud services for meter reading data, business analytics and insights, and intelligent integration driven by Snowflake. In March 2022, Aria Systems, the market leader in assisting companies in growing subscription and usage-based income, announced that EXA Infrastructure, the first dedicated digital infrastructure platform linking North America and Europe, has successfully integrated its cloud billing platform and has begun invoicing for current products utilizing Aria. Following the USD 2.15 billion sales from GTT Communication, which had chosen Aria to serve as the new entity's billing provider starting in April 2021, EXA was established.

Additional Benefits:

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

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