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

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Report description:

The ITSM Market size is estimated at USD 12.84 billion in 2025, and is expected to reach USD 27.81 billion by 2030, at a CAGR of 16.72% during the forecast period (2025-2030).

Information technology service management (ITSM) defines all IT-related activities that include creating, delivering, supporting, and managing the customized solutions executed to achieve the business goal of the IT organizations.

Key Highlights
- The current state of IT service management (ITSM) is highly significant in the ever-changing field of information technology. It reflects a turning point in how businesses deliver and manage their IT support and services, owing to technological breakthroughs and shifting business dynamics. ITSM is now a strategic requirement that promotes operational excellence, improves employee support and experience, and directly contributes to overall organizational performance rather than just being a support role.
- The year 2023 was crucial for the IT service desk as it highlighted specific needs that were previously unnoticed but now require attention. In 2024, the ITSM (information technology) scene is rapidly changing. Emerging trends in IT service management are gaining prominence and heralding a revolution in employee IT support and technical assistance. Therefore, it is essential for IT service desk managers to stay updated with the latest ITSM trends and their potential impacts.
- The trend of AITSM represents a significant change brought about by Generative AI and modern automation. By utilizing GenAI, this innovative method can proactively and efficiently automate IT requests, actions, and tasks within the IT service desk. Nowadays, leading organizations are adopting GenAI, which has a significant impact on ITSM. When advanced Generative AI is integrated into IT service management operations, businesses can benefit from increased productivity and best practices for resolving various IT-related issues.
- AITSM enhances the efficiency and accuracy of IT support and establishes a foundation for a more responsive and proactive

service environment. It incorporates advanced features such as intelligent ticket routing and predictive issue resolution, significantly improving IT service management quality. The success of companies that utilize AITSM will be determined by their ability to leverage the cognitive powers of Generative AI, enabling them to usher in a new era of IT service management characterized by innovation, responsiveness, and efficiency.
- The COVID-19 pandemic significantly impacted the technology industry, caused disruptions in the supply chain value chain, and created threats of commodity inflation. The pandemic also led to a surge in remote work and a heightened focus on evaluating and reducing risks in the end-to-end value chain, which, in turn, fueled the demand for IT service management.

Information Technology Service Management Market Trends

The IT and Telecommunication Segment is Expected to Hold a Significant Market Share

- Modernizing IT service management for IT and telecom sectors is an evolved approach. This bridges the gap between traditional, on-premise, and cloud-based IT systems. It increases operational efficiency and effectiveness. Thus, consolidating how data is captured, analyzed, and shared across enterprises provides an improved experience for internal IT employees and external constituents.
- With rapid technological advancements, telecom businesses are continually focusing on innovation. Thus, they focus on upgrading their infrastructure while developing state-of-the-art solutions to serve their customers, including innovation, customer service, infrastructure setup, and human resources.
- Moreover, the implementation of ITSM solutions helps telecom enterprises gain unified visibility into invoices, expenses, usage, and assets across their entire communications, cloud, and software license portfolio. Thus, it reduces overall costs and enhances productivity, mainly by improving visibility, while providing a finely tuned set of processes to manage existing IT infrastructure. Moreover, IT companies are focusing on adopting ITSM with the increasing demand across the cloud-based models. With the growing adoption of cloud-based ecosystems, companies have expanded their partnership through new offerings across the cloud platform.
- Furthermore, the increase in content across IT enterprises is synced with adding new channels and changing processes. The proliferation of ITSM solutions due to the emergence of social media and smart devices is expected to increase the need to handle transactional and business content and social content to enable content mobilization across different digital channels.
- According to 5G Americas, growth in 5G subscriptions is expected to continue into the foreseeable future, reaching 3 billion subscriptions in two years. That includes 600 million subscriptions over the next two years.

North America is Expected to Hold a Significant Share in the Market

- The region is witnessing an influx in the adoption of IT service solutions to increase efficiency and maintain the productivity of organizations.
- Digital performance management provides performance insights and enables real-time, closed-loop problem-solving. It delivers one universal view of performance, communicated in understandable business metrics: hours. The metrics are easily understandable for frontline workers, managers, and executives and provide a foundation for an enterprise-scale solution.
- Furthermore, the government of Canada has a 'cloud-first' strategy, where cloud services are identified and evaluated as the principal delivery option while initiating information technology investments, initiatives, strategies, and projects. The cloud is also expected to allow the government of Canada to harness the innovation of private-sector providers to make its information technology more agile.
- The recent technological trends, such as enhanced cloud infrastructure, IoT-enabled ecosystem, and the rising application of

cognitive computing, provided opportunities to create new business imperatives across the US IT sector.
- The market is witnessing the growth of cloud-based ITSM, owing to the rapid adoption of BYOD policies for improved productivity, employee satisfaction, and cost-effectiveness. These policies require remote accessibility of information, which is facilitated by cloud-based ITSM solutions.
- Owing to remote working practices during the COVID-19 pandemic, most organizations are also taking preventive measures to secure their mobile devices and equipment provided to the employees. The Canadian Centre for Cyber Security encourages the Canadian cybersecurity community, especially critical infrastructure network defenders, to bolster their awareness of and protection against Russian state-sponsored cyber threats. The Cyber Centre joins US and UK partners in recommending proactive network monitoring and mitigations.

Information Technology Service Management Industry Overview

The information technology service management market is highly fragmented, with the presence of major players like IBM Corporation, ASG Technologies Group Inc. (Rocket Software), Atlassian Corporation PLC, Micro Focus International PLC (Open Text Corporation), and Broadcom Inc. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- October 2023: EY and IBM jointly launched EY.ai Workforce, an innovative HR solution enabling organizations to integrate artificial intelligence (AI) into their key HR business processes. This collaboration between the companies is a significant milestone in the role of AI, which is aimed at increasing productivity within the HR function.
- November 2023: Atlassian Corporation, the company behind popular tools like Jira, Confluence, and Bitbucket, acquired AirTrack, a leading IT data quality management technology provider. This acquisition is part of Atlassian's ongoing efforts to help businesses adopt a comprehensive asset and configuration management approach. By combining the capabilities of AirTrack and Jira Service Management, enterprises can keep track of all their critical assets more effectively, thereby reducing operational risks, costs, and attack surfaces.

Additional Benefits:

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

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