

Mobile Device Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Mobile Device Management Market is expected to register a CAGR of 26.1% during the forecast period.

Several factors, like the increasing security concerns, the need to manage and secure a growing number of mobile devices, the rising adoption of cloud-based mobile device management solutions, and the growing demand for remote management capabilities, are anticipated to drive the growth of the studied market.

Key Highlights

- Mobile devices facilitate employees to conveniently do their work from home, at the office, or on the go. While this offers flexibility and convenience, it could expose an organization to potential threats. Managing mobile devices' security and device health is vital to minimizing an organization's risk posture.
- The rising adoption of Bring Your Device (BYOD) and the growing security concerns to protect an enormous amount of corporate data are significant factors influencing the growth of the MDM market. The proliferation of BYOD has become an apparent force across the business landscape. The rapidly expanding fleet of mobile devices has become an essential consideration for every organization. It drives them to deploy a platform that offers high oversight and robust data protection.
- Devices without the protection of an MDM are at an increased risk of malware and other virus attacks that could compromise the confidential data stored. Any compromise in personal data can permanently affect an organization's reputation with its consumers and other business partners, which is one of the most critical factors driving the market.
- Using low-quality mobile phones can increase the risk of explosions. This is because these phones may use cheap electronic components and lithium-ion batteries that are not adequately tested, leading to overheating and potential explosions. An MDMS system would help in importing genuine mobile devices that meet quality and standards.
- In May 2023, the Nepal Telecommunications Authority introduced the Mobile Device Management System. This security software

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facilitates the regulator to implement policies that secure, monitor, and manage end-user mobile devices. According to the authority, 27,000 individuals have registered their phones with the MDMS, including registration of the International Mobile Equipment Identity (IMEI) number. This unique 15-digit code precisely identifies the device with the SIM card input.

- Mobile device manufacturers are working toward equipping the devices with built-in 5G components to exploit the full potential of 5G networks. Such efforts are considered to be the key to low latency and high-speed management of the devices. 5G services support various services and associated service requirements across multiple scenarios.

- With 5G expected to reach the enterprise space soon, businesses would need to redesign their enterprise mobility strategies. This is because 5G will increase the adoption of smart devices, wearables, AI, IoT, AR, and VR across industries, therefore, requiring proper management solutions to simplify device management.

- However, the lack of awareness about technological advancements, complexity in implementation and management, compatibility issues with different device operating systems, concerns over data privacy and security, the need for significant IT expertise, and the cost of implementing and maintaining MDM solutions restrain the growth of the studied market.

Mobile Device Management (MDM) Market Trends

Cloud-based Deployment is Expected to Dominate the Market

- Various organizations are rapidly adopting the cloud-based deployment of mobile device management solutions in the corporate landscape owing to their flexible, smooth, scalable, and affordable characteristics.

- A recent AT&T study found the hybrid work model is anticipated to grow from 42% in 2021 to 81% in 2024. Between July 13 and July 31, 2022, FlexJobs surveyed over 2,000 employed professionals for their insight on important topics surrounding the current work landscape. According to FlexJobs' Employee Engagement Report, 48% of employers are harboring some remote work for their workforce. When asked what their company's post-pandemic workplace plans would be, 26% of respondents said their employer would follow a hybrid model, and 22% said they would be allowed to work remotely. The adoption of remote work is anticipated to boost the adoption of cloud-based mobile device management solutions.

- In April 2023, Google Cloud announced a series of new security alliances to bring more choice, capability, and simplicity to enterprise and public sector IT teams tasked with managing hybrid work at scale. Google Cloud extended its identity, device, and access management capabilities of Google Workspace through new alliances with Okta and VMware, enabling large-scale businesses and public sector organizations to provide their workforces with FedRAMP-authorized collaboration and communication tools.

- Although MDM's primary purpose is security, it also has many other core functions. The main components of a mobile device management solution are access management, device and application security, data security, device tracking, endpoint monitoring and management, task automation, tech support, and content management. Cloud-based solutions empower IT teams, with functionality, such as enrolling, locking, managing, and protecting devices from a remote location. Modern mobile devices use different operating systems that demand regular firmware updates of their platforms for the device's smooth functioning. A cloud-based MDM solution enables a faster response to such update requirements than an on-premises solution.

- Several industry verticals, such as manufacturing, telecom, transportation, utilities, logistics, and retail, prefer cloud-based MDM solutions due to their various advantages. Small and medium-sized enterprises (SMEs) are also rapidly moving toward cloud deployment solutions due to budget constraints and the ease of accessibility of cloud-based MDM solutions.

North America is Expected to Hold the Largest Market Share

- North America is one of the prominent markets, mainly attributed to the increasing demand for advanced technology across

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numerous regional end-user industries. Additionally, the evolution of device management technologies is aiding the market's growth in the region.

- According to the Consumer Technology Association (CTA) and the US Census Bureau, the sales value of smartphones sold in the United States increased from USD 73 billion in 2021 to USD 74.7 billion in 2022. According to GSMA, the number of smartphone subscribers in North America is anticipated to reach 328 million by 2025. Moreover, by 2025, the region might witness an upsurge in the penetration rates of mobile subscribers (86%) and the Internet (80%). The increasing demand for mobile phones is likely to offer lucrative opportunities for the development of the studied market.

- With 5G services being deployed in many parts of the region, the role of mobile device management is expected to gain even more importance. According to GSMA estimates, North America surpassed 1 billion 5G connections in 2022. It would surpass 2 billion by 2025, driven by continuous network investments from operators and the expanding range of 5G smartphones at numerous price points. By 2025, North America would become the first region where 5G accounts for over 50% of total connections.

- Many regional organizations are increasingly deploying enterprise mobility solutions that help manage the increasingly dynamic mobile workforce and protect their content from data breaches, cyber-attacks, web and network threat security, and severe data losses. This is fueling the demand for mobile device management solutions across the region.

- To that extent, in March 2022, Apple announced the launch of its Apple Business Essentials for all small businesses in the United States. The new service combines device management, 24/7 Apple support, and iCloud storage into flexible subscription plans. Apple also unveiled its new AppleCare+ for Business Essentials options that could be added to any plan. A two-month free trial would be available to all customers, including those who have been employing Apple Business Essentials in beta.

Mobile Device Management (MDM) Industry Overview

The mobile device management market is highly competitive, owing to the presence of many small and large players operating and providing domestic and domestic solutions in the international market. The significant players are adopting strategies like product innovation, and most large vendors offer mobile device management as a part of their enterprise mobility management (EMM) offerings. Some of the recent developments in the market are:

- June 2022 - VMware Inc., a prominent innovator in enterprise software, unveiled innovations to its anywhere workspace platform, VMware Workspace ONE, which would make it easier for IT teams to manage and better secure all employee devices. The new capabilities comprise workspace ONE Mobile Threat Defense for advanced mobile device security and enhanced update/patch management features for Windows OS devices.

- May 2022 - Ivanti Software announced the launch of its Ivanti Neurons for MDM, including enhancements for managing Corporate-owned single-use (COSU) devices and transitioning to cloud-based device management. It facilitates 5G slicing, configuring higher app priority distribution and updates, additional USB security, etc.

Additional Benefits:

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

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