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

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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Report description:

The Service Fulfillment Market size is estimated at USD 9.40 billion in 2025, and is expected to reach USD 15.78 billion by 2030, at a CAGR of 10.9% during the forecast period (2025-2030).

Service providers are building capabilities to provide services while reducing time-to-market for next-generation products and services, owing to the introduction of several technologies across industries. Technologies such as IoT, connected devices, 5G technology, digitization, and increase the demand for enhanced connectivity solutions.

Key Highlights
- Service fulfillment is a combined comprehensive set of tools that assist in streamlining various tasks of CSPs and organizations to reduce time to market, optimize cost, and boost automation. Network optimization becomes essential to meet new and growing service fulfillment needs.
- A dynamic service fulfillment process or software enables the creation of component-based services and simplifies the launch of new products. It automates the order-to-cash process to optimize supply chain activities, capital expenditures, and operating expenses. The supply chain management solutions streamline network equipment procurement while rationalizing the supplier ecosystem.
- Rapid connectivity devices and user expansion drive the global service fulfillment market. Moreover, large-scale expenditures in telecom operating technologies are increasing in demand in this industry. Moreover, simple access to crucial management solutions is propelling this industry forward. Rising income from data services drives demand in the global service fulfillment market.
- Further, automation drives business productivity, which is always desirable. The challenge is achieving it cost-effectively. The cloud has efficiently streamlined the automation and use of IT infrastructures, such as server virtualization and configuration. Still,

network automation has been slower to evolve due to higher complexity levels, especially among communication service provider (CSP) networks, which often cross an increased number of domains (cloud, mobile, WAN, and IT) and require higher levels of investment.
- The COVID-19 pandemic impacted service fulfillment throughout the globe. The major challenge during the pandemic was workforce-related issues. Post-pandemic, the market was growing rapidly with the rapid adoption of virtualized network functions into usable components for customer service creation.

Service Fulfillment Market Trends

Software Segment is Analyzed to Hold Significant Market Share

- The software segment including network management, inventory management and service order management is analyzed to hold significant market share in th service fulfillment market over the forecast period. The rollout of several technological advancements, such as 5G technology, IoT, AI, Digitization, and many more, Communication Service Providers (CSPs) face constant pressure to enhance and exceed rising customer expectations while minimizing operational costs, with little visibility across platforms, systems, tools, and fragmented data.
- According to Ericsson, 5G subscriptions are forecast to increase globally to 4624.11 million by 2028, North East Asia, South East Asia, India, Nepal, and Bhutan are expected to have the maximum regional subscriptions.With the increasing number of users, 5G connections, connected devices, mobile devices, applications, and the deployment of advanced technologies and capabilities, they are increasing their dependence on enhanced network infrastructure and enhanced connectivity solutions for essential connectivity to a wide range of endpoints.
- Subsequently, organizations and CSPs are increasingly investing in new network architectures that incorporate advanced management tools to drive the adoption of autonomous networks, leveraging technologies like AI and ML. Hence, the CSPs are contacting Service Fulfillment solution providers to enhance their supply chain activities by adopting software solutions.
- Another trend in the market is the demand for continuous evaluation and performance of networks due to increased network traffic and network processing, particularly from the local area networks, which require real-time streaming network analytics and allows customers to keep track of the health of their network and continuously monitor traffic flows. Such developments further fosters the demand for network management software in the market.

North America is Expected to Register the Largest Market

- The North America region is witnessing an increase in the demand for service fulfillment solutions and services due to an increase in the demand for enhanced connectivity solutions across various platforms, such as video streaming, video calling platforms, and teleconferencing, among various others.
- This, coupled with a rapid increase in subscribers on various networks such as 3G, 4G, 5G, etc., propel the players to adopt service fulfillment. Also, the region has become a major hub for the 5G rollout, with Canadian service providers increasingly investing in procuring 5G licenses.
- Market vendors are entering into partnership and acquisition activities to strengthen their service fulfillment offerings in the region, which is analyzed to drive the market growth in the region. For instance, in May 2023, Flexport, the tech-driven logistics platform, acquired the assets of Shopify Logistics, including Deliverr, Inc. Through the integration of Shopify Logistics, the company will strengthen its advanced AI-driven optimization to streamline the global supply chain, reducing costs and improving consumer reliability.
- Furthermore, in December 2022, JLL and Quiet Platforms, an American Eagle Outfitters Inc. completely owned subsidiary,

announced a collaboration to speed the building of additional advanced fulfillment facilities across the United States in 2023 to service retailers and brands in the Quiet Platforms supply chain network. The two businesses would pioneer a flexible rent-as-a-percentage-of-revenue model for logistics real estate under the terms of the agreement.

Service Fulfillment Industry Overview

The Service Fulfillment Market is fragmented with the presence of several players like Comarch SA, Accenture PLC, Cisco Systems, Inc., Infosys Limited, and TATA Communications Ltd. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In December 2023 - Infosys announced that it has helped enhance Spotlight Retail Group's consumer growth via an omnichannel digital fulfillment and advanced analytics platform built with Infosys and by leveraging Infosys' AI-first offering, Infosys Topaz, Spotlight Retail Group enabled a hyper-personalized online shopping experience for its consumers. The improved customer experience has led to a growth of 113% in customer base over 12 12-month period and 93% in transactions.

Additional Benefits:

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

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