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

Market Report | 2025-06-01 | 150 pages | Mordor Intelligence

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Report description:

Enterprise Mobility Management Market Analysis

The Enterprise mobility management market size reached USD 33.90 billion in 2025 and is forecast to grow to USD 80.51 billion by 2030, advancing at an 18.88% CAGR. Heightened adoption of Zero Trust security, rapid cloud migration, and the embedding of artificial intelligence in policy orchestration are accelerating demand for unified mobility platforms. Organizations now view endpoint control as a business-continuity priority rather than an IT add-on, catalyzing record investments in device, application, and content governance. North American enterprises drive premium spending as regulators tighten breach-reporting rules, while Asia Pacific firms scale deployments fastest on the back of mobile-first digital-transformation programs. Vendors are differentiating through low-latency edge architectures that keep verification processes local, reducing user friction and lowering incident-response times.

Global Enterprise Mobility Management Market Trends and Insights

Proliferation of Enterprise Mobile Devices and Apps

Retailers, utilities, and public-sector agencies now oversee device fleets that rival telecom operators in scale. Seven-Eleven Japan centrally manages 300,000 tablets across 21,000 stores, demonstrating how cloud orchestration delivers uniform policy enforcement at national reach. Microsoft Intune's new policy set for Apple Vision Pro indicates a widening endpoint mix that EMM consoles must secure without sacrificing user experience. Predictive analytics embedded in device agents surface battery-health and update-compliance anomalies before they become downtime events. Corporate-owned-personally-enabled (COPE) models are replacing restrictive lockdowns, boosting employee satisfaction while preserving data custody.

Rising BYOD and Remote-Work Culture

Ninety-two percent of global firms now allow some form of remote access, up from 76% in 2023, forcing security teams to isolate corporate data from personal content through encrypted containers. Healthcare systems face twin pressures of HIPAA compliance and clinician convenience, pushing uptake of virtual workspace tools that stream applications without persisting ePHI on unmanaged phones. The U.S. Federal Mobility Group, comprising 45 agencies, is codifying shared BYOD assessment checklists to streamline procurement and speed FedRAMP approvals. Shift-based access control and rapid enterprise-wipe functions are now baseline requirements.

High Implementation and Upgrade Costs

Total-cost-of-ownership remains opaque for firms new to enterprise mobility. Surveys of 150 corporate phone managers show 31.3% cite "cost clarity" as the top barrier to platform selection. Hidden spend on compliance audits, certificate renewals, and end-of-life device disposal often exceeds the first-year subscription fee. Vendors respond with feature unbundling; Microsoft now prices Enterprise Application Management at USD 2 per user per month so smaller firms can add advanced patching without a full SKU uplift. Cloud delivery lowers capex but converts budgets into recurring opex, challenging organizations with fluctuating headcount.

Other drivers and restraints analyzed in the detailed report include:

Escalating Mobile Cybersecurity Threats / Emergence of Zero-Trust EMM Frameworks / Legacy System Integration Complexity /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Solutions accounted for 63% of 2024 revenue, confirming their role as the control nexus across device, application, and content layers. Security Management stood out with a 20.8% CAGR, reflecting relentless threat evolution. The Enterprise mobility management market size for Security Management is projected to jump from USD x billion in 2025 to USD x billion by 2030, reinforcing vendor focus on malware sandboxing and behavioral analytics. Device Management continues as the entry point for new customers yet increasingly bundles AI-guided remediation. Application containers now isolate corporate data on personal phones, meeting privacy statutes in Europe and California. Content and Email Management shifts from basic encryption to policy-driven watermarking that deters unauthorized sharing. Telecom Expense Management remains niche but gains traction among logistics firms seeking SIM-level cost control.

Service lines complement product portfolios. Professional Services teams de-risk rollouts through readiness assessments and phased cut-over plans. Managed Services supply round-the-clock telemetry review, crucial for understaffed IT groups in healthcare and retail. Microsoft's Advanced Analytics module packages anomaly detection APIs that partners monetize via consulting engagements. As AI matures, domain specialists that can fine-tune models on vertical data will capture margin uplift, giving incumbents an edge over generic MSPs.

Cloud options captured 58.4% of 2024 spend and posted the fastest 19.2% CAGR. The Enterprise mobility management market is therefore gravitating toward scalable SaaS consoles that auto-update compliance libraries. One national retail chain ran a proof of concept across 5,000 endpoints and achieved full production in four weeks, a timeline unthinkable on legacy on-premise stacks.

Hybrid-cloud remains the bridge for banks requiring data-residency assurance; sensitive tokens stay on-site while policy logic executes in the provider's regionally fenced cloud. On-premise persists in defense deployments where air-gapped servers satisfy classified-data mandates.

Cost elasticity explains cloud traction. Consumption-based models let SMEs mirror device adoption curves without large license blocks. Government blanket-purchase agreements such as the U.S. GSA's Best-in-Class Mobility contract tilt procurement toward cloud and 5G-ready services. The EU Digital Identity Wallet regulation compels member states to spin up cloud-native credential vaults within 24 months. Vendors that pre-certify for local pseudonymization standards will outpace rivals still reliant on single-tenant offerings.

Enterprise Mobility Management Market is Segmented by Type (Solutions, Services), Deployment Mode (On-Premise, Cloud-Based, Hybrid), Organization Size (Large Enterprises, Small and Medium-Sized Enterprises), End-User Industry (BFSI, Healthcare and Life Sciences, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America generated 32.8% of 2024 revenue as public-sector breach mandates accelerated spending on device posture checks and continuous authentication. The Cybersecurity and Infrastructure Security Agency's mobile checklist now underpins procurement templates across 15 federal departments. Canadian privacy law amendments mandate that service providers store identifiable data domestically, raising demand for in-country SaaS regions. Mexico's automotive corridor deploys edge-enabled tablets on factory floors, pushing industrial integrators to certify bilingual UIs and local-telco eSIM profiles.

Asia Pacific posts the highest 22.3% CAGR, propelled by smartphone ubiquity and national digital agendas. Japan's convenience-store and education pilots showcase hyperscale deployments, underscoring operational efficiency gains from centralized patching. India's Digital Personal Data Protection Act adds breach-reporting windows as short as 72 hours, compelling SMBs to adopt policy engines with audit-ready logs. China dominates device volume but restricts foreign cloud ingress, so multinationals operate hybrid architectures to meet cybersecurity reviews. Australia's Protective Security Direction 001-2025 explicitly lists mandatory encryption algorithms for enterprise mobility endpoints, creating standardized tender language.

Europe tightens product-security oversight via the Cyber Resilience Act, requiring CE-mark conformity and incident-response processes by 2027. Germany's BSI clearance for BlackBerry UEM paves the way for classified Apple deployments, evidencing national preference for certified solutions. The U.K. refines its post-Brexit data-transfer rules yet remains interoperable with EU adequacy arrangements, sustaining cross-border SaaS adoption. Southern European states prioritize digital-ID wallets that ride on EMM cryptographic modules, shortening citizen-service queues and expanding inclusive governance.

List of Companies Covered in this Report:

VMware (AirWatch) / Microsoft / IBM (MaaS360) / BlackBerry / Citrix / Ivanti (MobileIron) / SOTI / Sophos / Broadcom (Symantec) / ManageEngine (Zoho) / Jamf / Cisco Systems / Samsung Knox / Snow Software / 42Gears / Scalefusion (ProMobi) / Hexnode (Mitsogo) / Baramundi Software / Matrix42 / Quest Software / Absolute Software /

Additional Benefits:

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

Table of Contents:

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6 COMPETITIVE LANDSCAPE
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share Analysis (2024)
6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
6.4.1 VMware (AirWatch)
6.4.2 Microsoft
6.4.3 IBM (MaaS360)
6.4.4 BlackBerry
6.4.5 Citrix
6.4.6 Ivanti (MobileIron)
6.4.7 SOTI
6.4.8 Sophos
6.4.9 Broadcom (Symantec)
6.4.10 ManageEngine (Zoho)
6.4.11 Jamf
6.4.12 Cisco Systems
6.4.13 Samsung Knox
6.4.14 Snow Software
6.4.15 42Gears
6.4.16 Scalefusion (ProMobi)
6.4.17 Hexnode (Mitsogo)
6.4.18 Baramundi Software
6.4.19 Matrix42
6.4.20 Quest Software
6.4.21 Absolute Software

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK
7.1 White-space and Unmet-need Assessment

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