SCOTTS INTERNATIONAL

License Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 124 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

License Management Market Analysis

The license management market is expected to grow from USD 1.43 billion in 2025 to USD 1.59 billion in 2026 and is forecast to reach USD 2.68 billion by 2031 at 11.04% CAGR over 2026-2031. Accelerating digitization, swelling SaaS inflation, and new regulatory mandates such as the EU Digital Operational Resilience Act are amplifying demand for automated governance across hybrid IT estates. Regulatory scrutiny, higher audit frequency, and the need for real-time cost control have shifted software asset governance from a support function to a board-level priority. Vendors are responding through platform consolidation, AI-powered discovery, and subscription-based commercial models that help enterprises curb compliance risk while unlocking optimization gains. At the same time, expanding FinOps adoption and the rising cost of unused licenses, estimated at USD 127.3 million per large enterprise annually, underscore the tangible savings available through proactive license intelligence. Together, these forces solidify a sustained growth runway for the license management market through 2030.

Global License Management Market Trends and Insights

Accelerated Shift to SaaS and Subscription-Based Licensing

SaaS spending climbed 31% between 2023 and 2025 to USD 300 billion and now absorbs 25% of the average company's cost base. Subscription renewals, usage-based pricing, and multi-tier entitlements have pushed procurement teams toward automation so that license positions remain current. Shrinkflation tactics affecting 27% of customers conceal price hikes behind contractual tweaks, making granular usage insights indispensable for cost predictability. As a result, cloud-native platforms capable of parsing billing data down to the feature level are gaining ground across the license management market.

Heightened Frequency and Cost of Vendor Audits

Audit frequency is rising as publishers pursue revenue recovery, a trend reinforced by public sector shortfalls identified by the U.S. Government Accountability Office. The hybrid-cloud sprawl adds complexity because legacy discovery tools cannot easily reconcile virtual, containerized, and SaaS assets. Enterprises, therefore, allocate larger compliance budgets to solutions that merge discovery, entitlement data, and contractual logic within a single control plane. The heightened scrutiny supports sustained double-digit growth across the license management market.

Opaque, Vendor-Specific Licence Terms and Metrics

Frequent metric redesigns, seat-based, core-based, or consumption-based, blur cost visibility. Broadcom's week-long VMware sales suspension illustrated how supplier system changes can derail customer governance workflows. Organizations expend disproportionate legal and technical effort decoding contract language, which slows optimization cycles and puts downward pressure on license management market adoption among smaller firms lacking specialist counsel.

Other drivers and restraints analyzed in the detailed report include:

Mandatory IT-Asset Optimisation Under FinOps MandatesAI-Driven Discovery of Shadow IT LicencesFragmented Point-Tool Ecosystem Increases Integration Costs

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

Segment Analysis

Software platforms retained a 61.74% license management market share in 2025 as core discovery, normalization, and reconciliation engines remain fundamental to governance operations. This dominance underpins a USD 0.88 billion slice of the 2025 license management market size and reflects enterprises' need for configurable, policy-driven automation at scale. Yet the services segment, projected to register a 14.56% CAGR, is rapidly expanding the license management market size as firms outsource optimization to partners holding scarce domain specialists.

Managed service providers embed AI to anticipate renewal spikes and detect non-compliance before vendor inspections occur. This continuous oversight model resonates with organizations facing a chronic shortage of certified Software Asset Management talent, especially across APAC and Latin America. As a result, service revenue is expected to narrow the gap with software by 2031, transforming the competitive calculus for vendors historically focused on licenses rather than consulting.

Cloud deployments represented 57.36% of the license management market share in 2025, propelled by enterprises migrating away from perpetual on-premises tools to subscription SaaS platforms that mirror their broader IT strategies. Cloud architectures deliver instant updates, elastic scaling, and API-grade integration, enabling real-time consumption analytics across multi-cloud estates and supporting a 14.02% CAGR that will keep this segment pivotal in the license management market.

On-premises solutions persist in highly regulated verticals that demand local data residency or maintain legacy infrastructure dependencies. However, hybrid models are gaining traction, combining cloud analytics with on-premises discovery to satisfy sovereignty mandates without sacrificing agility. Enterprises adopting cloud-first governance report 40% lower administrative overhead, reinforcing the economic case for continued migration and expanding the overall license management market size.

The License Management Market Report is Segmented by Component (Software, Services), Deployment (On-Premise, Cloud), Application (Audit Services, Advisory Services, Compliance Management, Licence Entitlement and Optimisation, Operations and Analytics, Other Applications), End-User Industry (BFSI, Healthcare and Life Sciences, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

The license management market size in North America totalled USD 0.54 billion in 2025, translating into a dominant 37.68% share backed by mature enterprise IT spending and an active audit culture. Tight timelines imposed by the SEC's cyber-risk disclosure rules add urgency to achieving full software visibility. Canada's public sector modernization programs further swell regional demand, though growth is tapering to single-digit rates as penetration saturates large enterprises.

Asia-Pacific generated a smaller base value in 2025, yet is projected to deliver a market-leading 13.29% CAGR through 2031. Investments in generative AI are tripling to USD 3.4 billion, with China lifting spending by 160% year-over-year. Such rapid adoption inflates license complexity across language models, data pipelines, and analytics tenants. Local vendors are partnering with global license management specialists to address gaps in entitlement tracking and cost governance, thereby accelerating regional momentum.

Europe commands a sizeable slice of the license management market, propelled by the DORA compliance deadline. Financial institutions are rearchitecting asset logs and audit workflows to meet stringent resilience metrics. Meanwhile, Latin America, the Middle East, and Africa are shifting from spreadsheet tracking toward commercial platforms as cloud penetration deepens. Although still nascent, these regions are expected to contribute incremental gains to the global license management market size by the close of the decade.

List of Companies Covered in this Report:

Flexera Software LLC USU Software AG Snow Software AB IBM Corporation ServiceNow Inc. Oracle Corporation Broadcom Inc. (CA Technologies) Micro Focus International plc DXC Technology Company OpenLM Ltd SAP SE Thales Group (Gemalto) Quest Software Inc. Reprise Software Inc. Ivanti, Inc. License Dashboard Ltd Certero Ltd Zylo Inc. LeanIX GmbH OpenText Corporation

Additional Benefits:

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

Table of Contents:

5.5.2 Europe
5.5.2.1 United Kingdom
5.5.2.2 Germany
5.5.2.3 France
5.5.2.4 Italy
5.5.2.5 Rest of Europe
5.5.3 Asia-Pacific
5.5.3.1 China
5.5.3.2 Japan
5.5.3.3 India
5.5.3.4 South Korea
5.5.3.5 Rest of Asia
5.5.4 Middle East
5.5.4.1 Israel
5.5.4.2 Saudi Arabia
5.5.4.3 United Arab Emirates
5.5.4.4 Turkey
5.5.4.5 Rest of Middle East
5.5.5 Africa
5.5.5.1 South Africa
5.5.5.2 Egypt
5.5.5.3 Rest of Africa
5.5.6 South America
5.5.6.1 Brazil
5.5.6.2 Argentina
5.5.6.3 Rest of South America

6 COMPETITIVE LANDSCAPE
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share Analysis
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 Flexera Software LLC
6.4.2 USU Software AG
6.4.3 Snow Software AB
6.4.4 IBM Corporation
6.4.5 ServiceNow Inc.
6.4.6 Oracle Corporation
6.4.7 Broadcom Inc. (CA Technologies)
6.4.8 Micro Focus International plc
6.4.9 DXC Technology Company
6.4.10 OpenLM Ltd
6.4.11 SAP SE
6.4.12 Thales Group (Gemalto)
6.4.13 Quest Software Inc.
6.4.14 Reprise Software Inc.

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

SCOTTS INTERNATIONAL

License Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 124 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.
** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-04
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com