

UI/UX - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

UI/UX Market Analysis

The UI/UX design market is expected to grow from USD 2.20 billion in 2025 to USD 2.91 billion in 2026 and is forecast to reach USD 11.66 billion by 2031 at 32.05% CAGR over 2026-2031. Strong growth arises as enterprises elevate digital experience from a support task to a core source of competitive advantage. Regulatory mandates such as the European Accessibility Act, broader adoption of cloud-based collaborative design platforms, and the rapid pivot to mobile-first customer journeys are accelerating platform upgrades and service spending. Large enterprises continue to anchor overall demand, yet mid-sized firms are scaling investment faster, signaling democratization of advanced design capabilities. E-commerce, banking, and healthcare organizations allocate record budgets to design systems that knit together accessibility, personalization, and generative-AI functions. Intensifying competition among tool vendors and consultancies is fostering consolidation, while the talent crunch and subscription costs temper, but do not derail, the expansion.

Global UI/UX Market Trends and Insights

Proliferation of Digital-Transformation Programs

Large-scale modernization projects are recasting design as a strategic capability, rather than a tactical service. JPMorgan Chase allocated USD 17 billion to technology investments in 2024, including USD 4 billion for the development of consumer and community banking products. Fueled by these returns, enterprises embed design leadership into their transformation roadmaps

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rather than outsourcing projects on a project-by-project basis. Continuous iteration anchored in real user data sustains demand for full-suite design platforms and services. Spending resilience remains intact during economic slowdowns because senior executives treat superior UX as a defensive moat against disruption. As a result, the UI/UX design market benefits from multiyear budget visibility and higher refresh frequency of design systems.

Surge in Mobile-Commerce Adoption

Mobile channels are forecast to contribute 59% of global e-commerce sales in 2025, yet cart-abandonment rates hover near 74.7% due to subpar mobile UX. Retailers therefore prioritize mobile-native design that leverages biometric login, contextual search, and device-level personalization. Figma recorded a 46% jump in design-tool spending among Asia-Pacific enterprises during 2024 as merchants retool checkout flows for super-app ecosystems. Chinese and Indonesian platforms integrate shopping, payments, and social engagement in one interface, prompting Western brands to mimic the model. Heightened design complexity stimulates demand for prototyping tools able to replicate native gestures and micro-interactions. These factors collectively expand the UI/UX design market by attracting merchants that previously viewed UX initiatives as optional upgrades.

Shortage of Skilled UI/UX Talent

Demand for experienced designers outstrips supply by up to 4 times in major tech hubs, lengthening hiring cycles to six months for senior roles. Specialized skill sets such as accessibility design and AR/VR interface creation compound scarcity, driving wage inflation that squeezes start-ups and non-profits. Academic programs struggle to update syllabi fast enough, leaving graduates underprepared for data-driven, cross-functional work environments. This deficiency fuels acquisitions of boutique studios as large consultancies buy teams wholesale to secure expertise. Although platforms embed AI to automate routine tasks, a human-centered strategy continues to require deep talent, constraining the pace at which the UI/UX design market can scale.

Other drivers and restraints analyzed in the detailed report include:

Enterprise Focus on Customer-Experience KPIs
Cloud-Based Collaborative Design Platforms
High Subscription Cost of Premium Tool Suites

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

Segment Analysis

The cloud segment captured 68.35% of the UI/UX design market share in 2025 and is forecast to rise at a 34.68% CAGR through 2031, underscoring collaborative workflows as a strategic necessity. The shift is propelled by globally distributed product teams that depend on real-time co-creation, version control, and plug-and-play AI services. Figma's imminent listing highlights investor confidence in pure-cloud delivery, while European Accessibility Act compliance pushes firms to centralize components in shared libraries for auditable updates.

On-premises deployments persist in defense, healthcare, and public-sector agencies that enforce strict data-sovereignty rules; however, maturing cloud security certifications continue to erode resistance. Subscription economics convert capital expenditure into operating expense, tailoring cost to active users and usage spikes. The UI/UX design market benefits as vendors upsell analytics, asset-storage, and user-testing modules layered atop core design editors. Integration roadmaps increasingly involve APIs that stream cloud design data into DevOps pipelines, shortening iteration cycles and reinforcing the preference for hosted environments.

Large enterprises retained 51.05% revenue share in 2025, reflecting complex portfolios that demand scalable design systems

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across hundreds of products. Yet mid-sized organizations are expanding spend at a 33.92% CAGR, the highest rate among any size cohort, signaling democratized access to sophisticated toolsets once limited to Fortune 500 peers. Component-driven development and visual regression testing mature quickly in these firms because fewer legacy constraints slow adoption.

As UI/UX design market size for mid-sized enterprises climbs, platform vendors tailor tiered pricing and modular add-ons to suit resource-constrained buyers. The mid-market also fuels outsourced design-as-a-service models whereby agencies maintain boards and prototypes on behalf of clients under managed subscriptions. Small businesses remain nascent adopters but stand to benefit from AI-assisted templates that trim learning curves. Collectively, diverse organization sizes diffuse risk across the UI/UX design market and create layered growth pathways.

The UI/UX Market Report is Segmented by Deployment Model (Cloud-Based, and On-Premises), Organization Size (Large Enterprises, Mid-Sized Enterprises, and More), End-Use Industry (E-Commerce and Retail, Healthcare and Life Sciences, BFSI, and More), Platform (Mobile Applications, Web Applications, Desktop Software, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America accounted for 39.20% of 2025 revenue and continues to define many global best practices. Silicon Valley giants pioneer interface conventions and cultivate the deepest talent pool, which shapes expectations in other regions. Federal accessibility rules and stringent privacy frameworks foster demand for compliance-oriented design audits. Venture financing remains abundant for design-first start-ups, and M&A activity sees consultancies purchasing studios to close skill gaps. Although growth moderates as penetration matures, replacement cycles of legacy systems sustain steady spend within the UI/UX design market.

Asia-Pacific is projected to register the highest 33.30% CAGR to 2031 as China, India, and Southeast Asian economies leapfrog desktop paradigms and move directly to mobile-native and AI-infused workflows. Chinese super-apps embed shopping, payments, and social feeds inside unified experiences, creating novel UX blueprints that Western firms imitate. Government programs across South Korea, Singapore, and Indonesia allocate significant budgets to nurture design talent and digital-creative clusters. The region's colossal digital-commerce volumes and youthful demographic accelerate experimentation in micro-interactions, social commerce, and integrated loyalty ecosystems.

Europe demonstrates balanced expansion propelled by the June 2025 enforcement of the European Accessibility Act, which compels organizations to retrofit products for inclusive use. The regulation prompts cross-border enterprises to standardize accessible components, often through cloud-based libraries that propagate updates instantly. European automotive and manufacturing leaders also require specialized in-vehicle and industrial-IoT interfaces, broadening use cases. South America plus the Middle East and Africa emerge as frontier markets. Digital-payments adoption, mobile broadband expansion, and smart-city initiatives heighten awareness of user experience as a pillar of service quality, gradually enlarging the UI/UX design market footprint across these regions.

List of Companies Covered in this Report:

Adobe Inc. Figma, Inc. Sketch B.V. InVisionApp, Inc. Axure Software Solutions Inc. Balsamiq Studios LLC Proto.io Inc. UXPin Inc. Justinmind Inc. International Business Machines Corporation Oracle Corporation SAP SE Microsoft Corporation Google LLC Meta Platforms, Inc. Apple Inc. Atlassian Corporation Plc Designit A/S IDEO LP Ramotion LLC UX Studio Zrt. Nielsen Norman Group Inc. HCL Technologies Limited Cognizant Technology Solutions Corporation

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