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Report Information

More information from: <https://www.marketresearchfuture.com/reports/device-as-a-service-market-4486>

Device as a Service (DaaS) Market Research Report - Global Forecast till 2030

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Description:

Device as a Service Market Overview

Device as a Service (DaaS) Market size can touch a value of USD 307.42 Billion by 2030, according to the latest report by Market Research Future (MRFR). It stood at USD 9,843.8 million in 2019. The market is anticipated to expand at 34.9% CAGR over the forecast period. DaaS providers offer management services of hardware devices such as laptops, desktop PCs, and others in a single contract to large firms.

COVID-19 Analysis

Device as a Service (DaaS) Market was gaining huge demand and will continue its streak till the end of the COVID-19 pandemic. Large number of companies looking for devices during lockdowns for seamless resumption of work can drive the market demand. Small and medium size enterprises have been demanding DaaS for reducing expenses pertaining to hardware and focus on marketing and sales strategies. Mitigation of risks, reduced downtime, and analytics can bode well for the device as a service market during the forecast period.

Procurement of laptops are expected to see an upswing owing to emergence of remote work. The sudden jolt to supply chains of laptop manufacturers can lead to the demand for desktop PCs. But this trend is predicted to be short-lived, as the effects of the pandemic subside.

Market Dynamics

Drivers

- **Reducing CAPEX and OPEX in Enterprises**

Small and medium enterprises require capital for the management of assets and expanding their operations. They can attain relief from exorbitant expenses by looking at DaaS solution providers. The need for disseminating software upgrades and information can be done at a robust rate. Elimination of device purchases or their return to DaaS providers can lead to savings on CAPEX and OPEX. In addition, contracts with large firms for serving their device needs and allowing them to focus on core operations can bode well for the global DaaS market.

Opportunities

- **Adoption of IoT**

The penetration of IoT in large enterprises has provide a lucrative opportunity for DaaS solution companies. Managed solutions and a single point of contact for resolution of all queries can reduce costs and operational complexities. For instance, HP has launched the Instant Ink service for refilling of all printer cartridges. This provides the company a steady source of income and provides exceptional customer support. Moreover, manufacturers can monitor the life of the device and provide regular updates for its maintenance.

Restraints

- **Adoption of BYOD and CYOD**

BYOD and CYOD can restrain the global DaaS market as it deprives manufacturers of contracts and long-term relations. It can also put a dent in DaaS providers owing to customers choosing their own models and software to collaborate with their teams and clients.

Cumulative Growth Analysis

Global DaaS Market is anticipated to enjoy massive growth owing to its advantages in saving up on expenses for large enterprises. In addition, the need for cybersecurity amid the increasing cases of theft during the COVID-19 pandemic can be a boon for the market. Detection of threats and vulnerabilities as well as provide insights on location of the device can drive its demand. In addition, unified endpoint management allows the providers for distributing updates to employees through a single interface.

Segment Overview

By Component

- **Hardware to be the In-demand Segment**

The hardware segment is likely to dominate the global DaaS market owing to the distribution of laptops for employees. Cloud technology is expected to provide the necessary stimulus to the market as remote work becomes the norm.

By Organization

- **SMEs to Generate Maximum Revenue**

Small and mid size enterprises can form the major customer base over the forecast period owing to implementing the outsourcing of desktop PCs to improve productivity and lower expenses. The large number of devices and need for a central management system for tracking and monitoring can invoke the demand for DaaS.

By Vertical

- **IT & Telecom to Spur Demand for DaaS**

The IT & telecom segment is expected to be the biggest revenue generator of the DaaS market owing to the proliferation of IT companies and the use of software in all strata of life. Presence of software development teams globally and their need in formulating applications for alleviating the burden on public and private sectors can induce the need for DaaS. Moreover, outsourcing of procurement of devices and other hardware equipment can drive the segment demand in the global market.

Regional Analysis

- **North America to Lead in DaaS Market**

North America is estimated to lead in the global DaaS market owing to its ability to provide its customers with flexibility in their operations. PC and laptop manufacturers have embraced the new supply chain model by accepting the responsibilities of device management. The U.S. accounted for close to 87.4% market share in 2019, followed Canada and Mexico. The North America device as a service market is bound to register a CAGR of 52.3% during the forecast period owing to the work from home policy adopted by major software development corporations. Launch of such programs by Microsoft and HP is evidence of the large potential of the model.

- **APAC to Assume Second Position in Global Device as a Service Market**

The APAC market is expected to reach a valuation of USD 54,101.6 million by 2026. It is likely to exhibit a CAGR of 59.2% over the forecast period owing to the large workforce involved in IT and ITes services. The Device as a Service Market is predicted to succeed in the region owing to outsourcing of plum contracts to large firms in China and India coupled with a source of revenue for hardware vendors by refurbishment of machines.

Competitive Landscape

The global device as service (DaaS) market is expected to be competitive in the forthcoming years as remote work becomes the norm. But players can gain shares in

the market by streamlining their supply chain and being customer-centric in nature. Proactive approach by large enterprises in saving on additional expenses can work in favor of players.

List of Key Companies Covered in this Report

- Microsoft (U.S.)
- Apple Inc. (U.S.)
- Dell Inc. (U.S.)
- Capgemini (France)
- Amazon Web Services Inc. (U.S.)
- HP Development Company L.P. (U.S.)
- CompuCom Systems Inc. (U.S.)
- Yorktel (U.K.)
- Citrix Systems Inc. (U.S.)
- Acer Inc. (Taiwan)
- Plantronics Inc. (U.S.)
- SHI International Corp. (U.S.)
- Intel Corporation (U.S.)
- Lenovo (China)
- Scantron Corporation (U.S.)

Recent Developments

- Microsoft Corporation has launched a Device as a Service (DaaS) portal for its clients to purchase phones and devices for conducting calls on Microsoft Teams, its latest collaboration software. It plans to broaden its services outside the U.S. from 2021.

Report Overview

Global Device as a Service Market report by MRFR provides a broad overview of the industry amid the digital transformation of enterprises and shift to virtualization. It provides sufficient insights for the forecast period by providing support from drivers, challenges, trends, and opportunities. The report is segmented in the following manner:

By Component

- Hardware
- Solution
- Services

By Organization Size

- Large Enterprises
- Small & Medium Enterprises

By Vertical

- Government
- Education

- IT & Telecommunication
- Manufacturing
- Retail
- Healthcare
- BFSI
- Others

Infographic Summary:

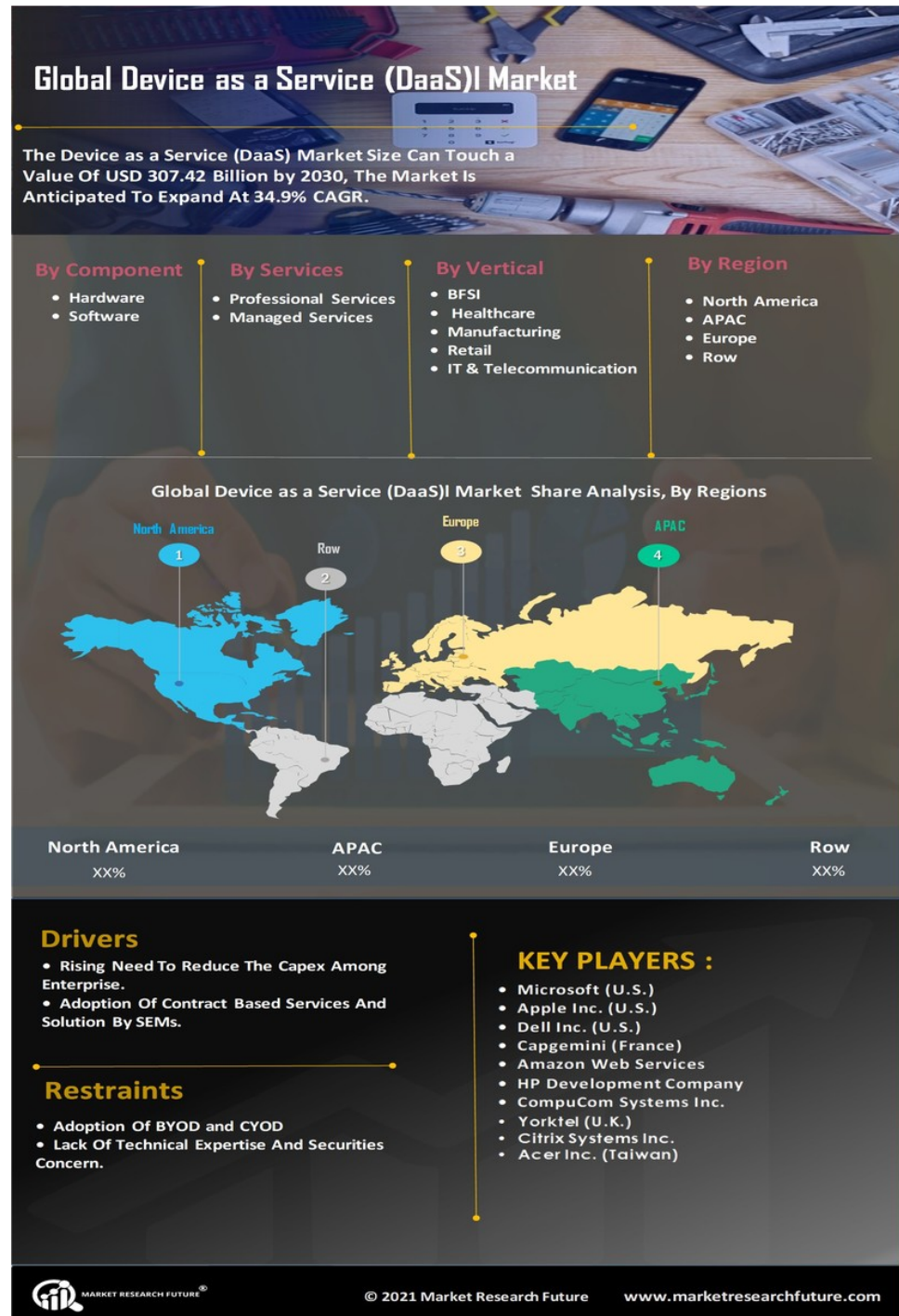


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