



SaaS: worldwide forecast 2023–2028



3rd edition

Raúl Simmons Pérez

About this report

This report provides forecasts for communications service provider (CSP) spending on SaaS and related services for 2023–2028. It provides details on spending by segment and region. The report also provides recommendations for vendors and CSPs.

The report is based on several sources, including:

- Analysys Mason’s research from the past year
- interviews with CSPs and vendors worldwide.



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the key trends and factors that will affect the SaaS market during 2023–2028?
- What are the regional factors that will drive growth?
- What should vendors do to exploit new business opportunities?
- How can CSPs adopt SaaS as a deployment model?

WHO SHOULD READ THIS REPORT

- Vendors that are active in the SaaS market or looking to broaden their as-a-service portfolios.
- CSPs that want to adopt the ‘as-a-service’ deployment model.



Executive summary and recommendations

Forecast

Overall telecoms market context

Market definition

About the author and Analysys Mason

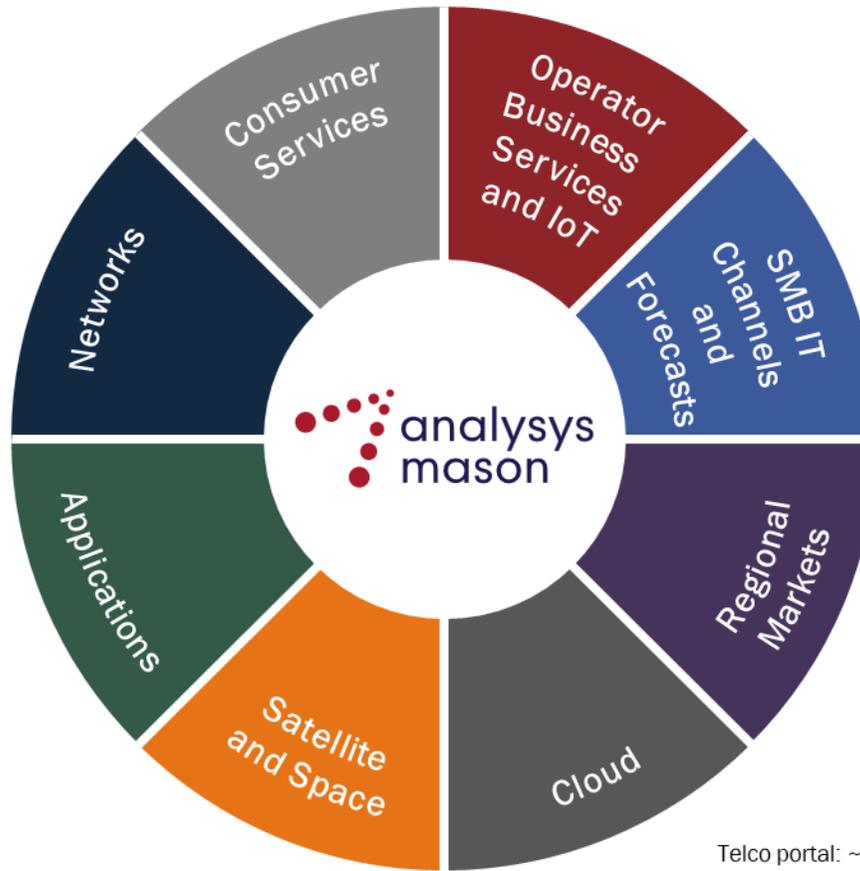
About the author



Raúl Simmons Pérez (Research Analyst) is a member of the *Applications* research team in London. His research focuses on network automation and orchestration and deployments of software-as-a-service (SaaS) in the OSS and BSS spaces. He holds a degree in economics and modern languages (German and French) from the University of Warwick. During his studies, he conducted research on historical economic determinants of gender-based wage discrimination in Germany.

Our research services

- 
Consumer Services
 Fixed Broadband Services
 Mobile Services
 Fixed-Mobile Convergence
 Smart Devices
 Future Comms
 Video, Gaming and Entertainment
- 
Networks
 Next-Generation Wireless Networks
 Wireless Infrastructure Strategies
 Fibre Infrastructure Strategies
 Operator Investment Strategies
 Telecoms Strategy and Forecast
 Transport Network Strategies
- 
Applications
 Network Automation and Orchestration
 Customer Engagement
 Monetisation Platforms
 Digital Experience
 Automated Assurance
 Service Design and Orchestration
 Telecoms Software Market Shares
- 
Satellite and Space
 Satellite Strategies for Telcos
 Satellite Capacity
 Satellite Infrastructure
 Satellite Mobility



- Operator Business Services and IoT** 
 - Enterprise Services
 - SME Services
 - IoT Services
 - Private Networks
 - Cyber Security
- SMB IT Channels and Forecasts** 
 - SMB Technology Forecaster
- Regional Markets** 
 - Global Telecoms Data and Financial KPIs
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- Cloud** 
 - Cloud Infrastructure Strategies
 - Data, AI and Development Platforms
 - Edge and Media Platforms
 - Multi-Cloud Networking
- DataHub** 
 - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

analysismason.com/what-we-do/practices/research

PUBLISHED BY ANALYSYS MASON LIMITED IN **NOVEMBER 2023**

Analysys Mason Limited. Registered in England and Wales with company number 05177472. Registered office: North West Wing Bush House, Aldwych, London, England, WC2B 4PJ.

We have used reasonable care and skill to prepare this publication and are not responsible for any errors or omissions, or for the results obtained from the use of this publication. The opinions expressed are those of the authors only. All information is provided “as is”, with no guarantee of completeness or accuracy, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, merchantability and fitness for a particular purpose. In no event will we be liable to you or any third party for any decision made or action taken in reliance on the information, including but not limited to investment decisions, or for any loss (including consequential, special or similar losses), even if advised of the possibility of such losses.

We reserve the rights to all intellectual property in this publication. This publication, or any part of it, may not be reproduced, redistributed or republished without our prior written consent, nor may any reference be made to Analysys Mason in a regulatory statement or prospectus on the basis of this publication without our prior written consent.

© Analysys Mason Limited and/or its group companies 2023.