

MSP Market Intelligence Report

2025 – 2026

Strategic Insights into the Global Managed Service Provider Ecosystem
Powered by Span Global Services | January 2026

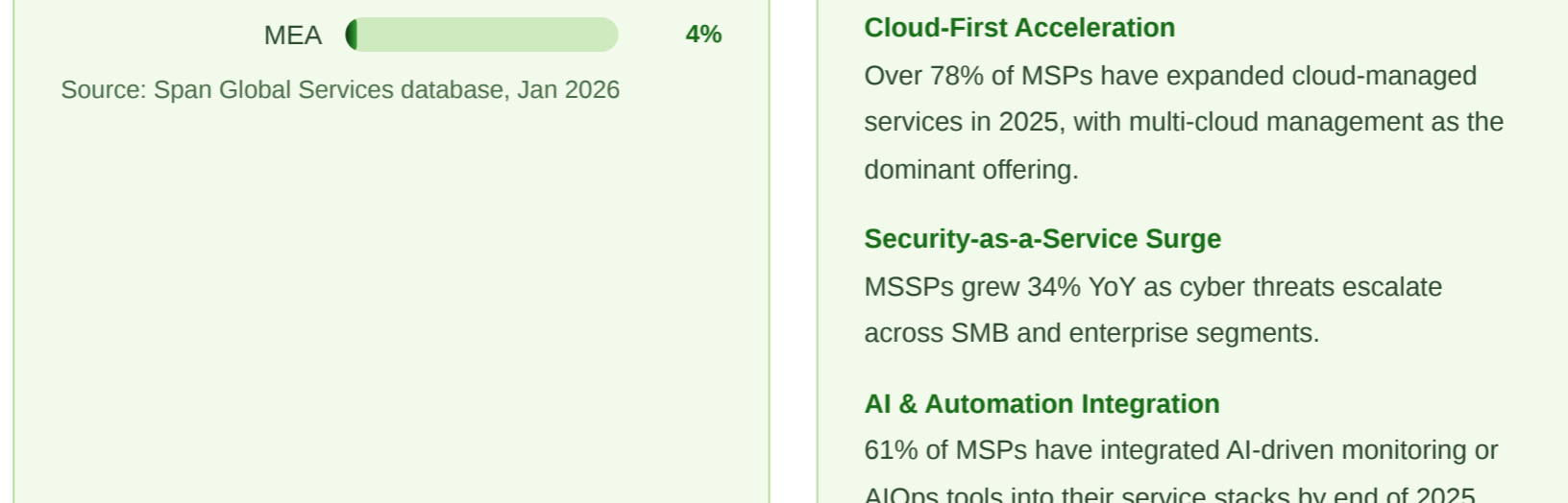
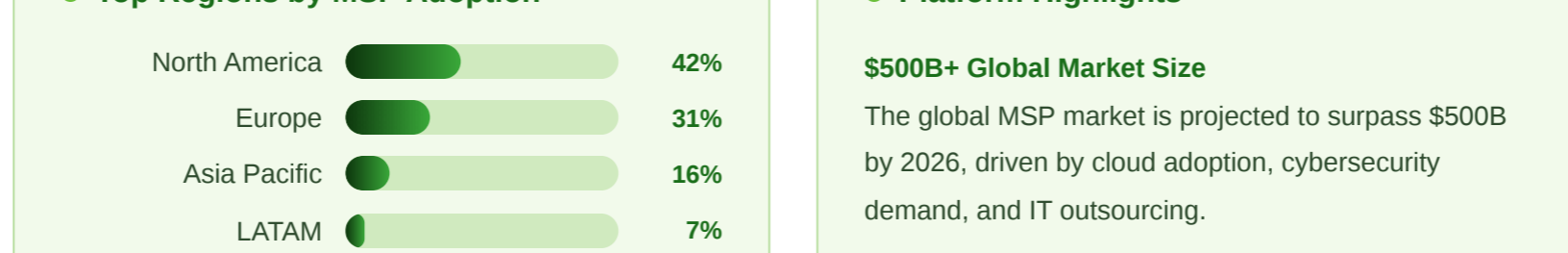
North America Europe Asia Pacific LATAM MEA

3.2M+
Verified Contacts

560K+
MSP Companies

95.4%
Email Accuracy

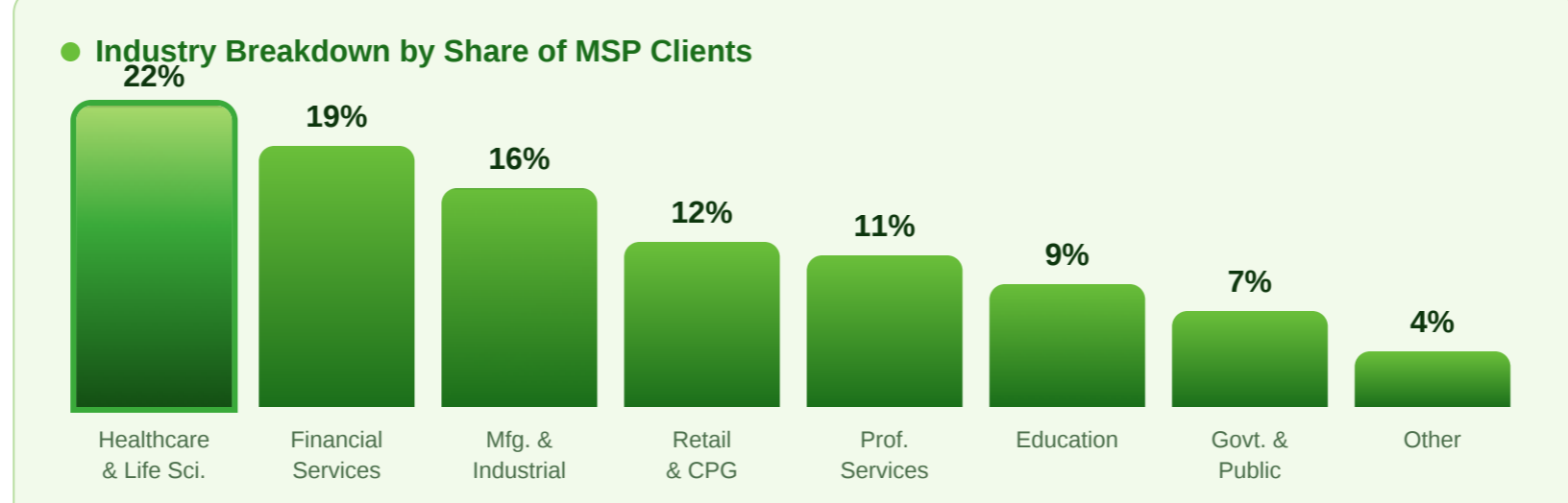
SECTION 01
MSP Ecosystem at a Glance
Ecosystem overview and key platform metrics as of January 2026



Platform Highlights
\$500B+ Global Market Size
The global MSP market is projected to surpass \$500B by 2026, driven by cloud adoption, cybersecurity demand, and IT outsourcing.
Cloud-First Acceleration
Over 78% of MSPs have expanded cloud-managed services in 2025, with multi-cloud management as the dominant offering.
Security-as-a-Service Surge
MSSPs grew 34% YoY as cyber threats escalate across SMB and enterprise segments.
AI & Automation Integration
61% of MSPs have integrated AI-driven monitoring or AIOps tools into their service stacks by end of 2025.

Market Outlook: The managed services model continues its shift from reactive break-fix support toward proactive, outcome-based service delivery. MSPs commanding the strongest growth are those pairing cloud migration expertise with robust cybersecurity and AI-augmented NOC operations — making them high-value targets for technology vendors, ISVs, and training organisations.

SECTION 02
Industry Distribution Analysis
Which verticals are the most active buyers and deployers of managed services in 2025

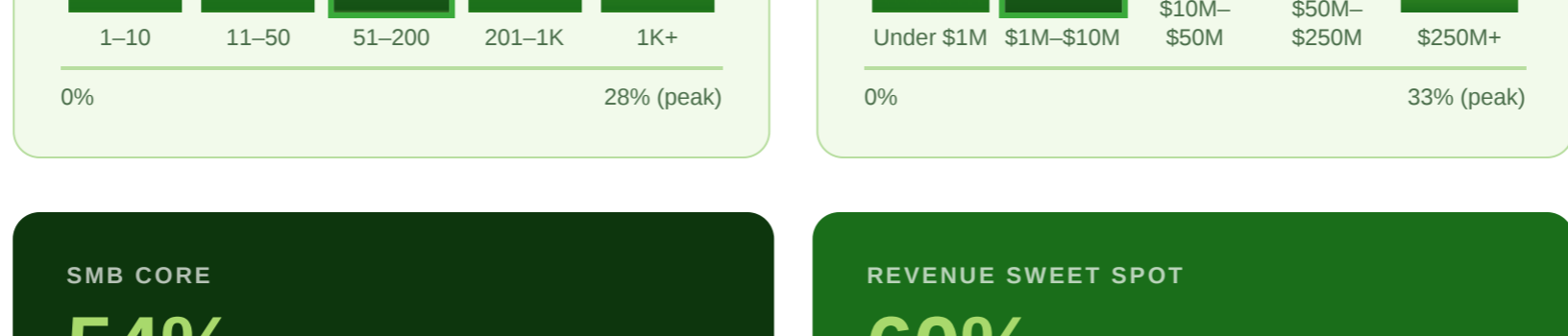
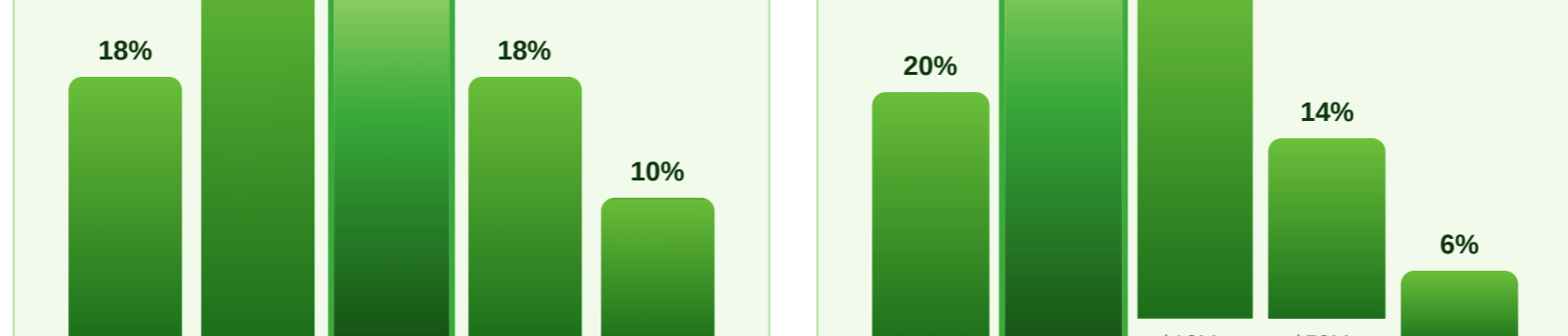


Service Offering Mix
Cloud Management: 78%
Managed Security: 65%
NOC / Monitoring: 59%
End-user Support: 52%
Backup & DR: 48%

Key Insight
Healthcare leads MSP adoption driven by compliance mandates (HIPAA, HITRUST), electronic health record requirements, and 24/7 infrastructure uptime requirements. Financial Services follows closely, spurred by regulatory pressure and rising cyber threats.
Manufacturing's surge reflects Industry 4.0 initiatives — MSPs are being brought in to manage OT/IT convergence, IoT device fleets, and edge computing workloads across multi-site operations.

Cross-Sell Signal
Vendors targeting MSPs in regulated industries should lead with compliance-ready, audit-capable service messaging.

SECTION 03
Company Segmentation
Size and revenue distribution across the global MSP landscape

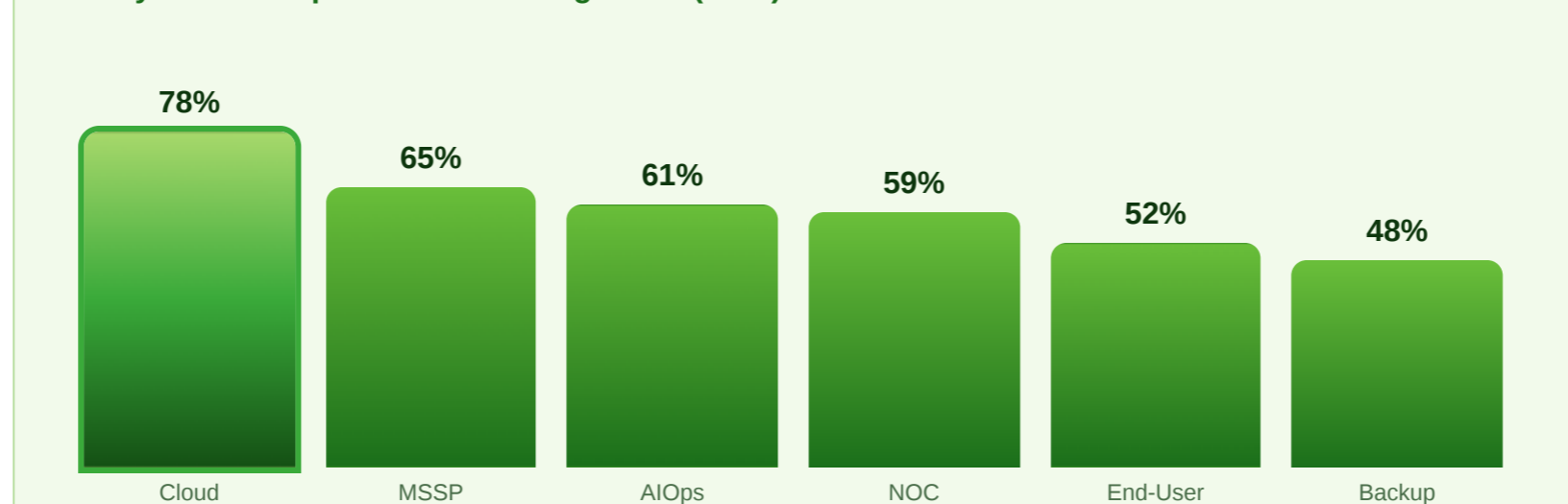


SMB CORE
54%
of MSPs have 10–200 employees — the prime market for PSA, RMM, and security tooling vendors

REVENUE SWEET SPOT
60%
of MSPs generate \$1M–\$50M annually — the core target for technology vendors and distributor programs

Segmentation Insight: The MSP landscape is fundamentally SMB-driven. The 11–200 employee band dominates, making it the sweet spot for vendors offering subscription-based tooling and partner programs. The sub-10-employee "micro-MSP" segment is growing at +19% YoY as solo technicians formalise around cloud-first offerings. Enterprise MSPs (1,000+ employees) are fewer but command disproportionate contract value.

SECTION 04
Market Trends 2025–2026
Key technology and adoption shifts reshaping the managed services ecosystem



Multi-Cloud Management Growth (+49% YoY)
MSPs managing multi-cloud environments (AWS + Azure + GCP) grew 49% YoY as clients demand vendor-neutral orchestration and unified visibility.

Security-as-a-Service Expansion (+34% YoY)
MDR, SIEM-as-a-service, and Zero Trust adoption fuelled a 34% YoY rise in MSSP revenue. SMB cyber incidents are the primary demand driver.

AIOps & Automation Integration (61% Adoption)
61% of MSPs deployed AIOps tools for predictive alerting and auto-remediation — reducing MTTR by an average of 38% across managed fleets.

Compliance & Governance Services (+41% YoY)
Demand for compliance-as-a-service (HIPAA, SOC 2, ISO 27001, DORA) rose 41% YoY. MSPs are positioning as trusted compliance advisors.

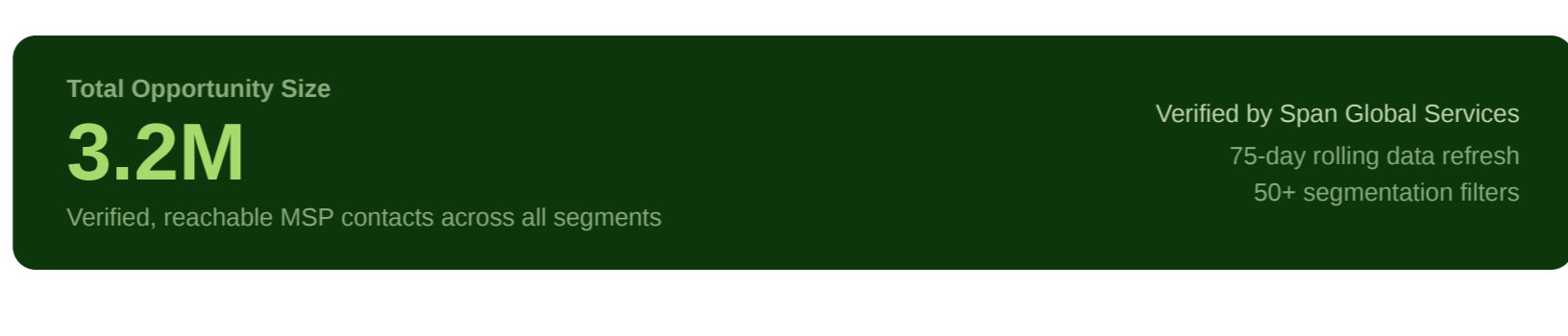
Convergence Signal
The MSP market in 2026 is converging around three pillars: **cloud-native delivery**, **security-first positioning**, and **AI-driven automation**. Vendors targeting MSPs must speak directly to operational efficiency, margin expansion, and compliance readiness — the top three priorities entering 2026.

SECTION 05
Strategic Opportunities
High-value market segments within the global MSP ecosystem

TIER 1 — HIGHEST ROI TARGETING POTENTIAL
RMM & PSA Tool Vendors
MSPs actively evaluating or replacing PSA/RMM platforms. High deal velocity and clear ROI metrics accelerate purchase cycles.
Security-Focused MSPs (MSSPs)
Fast-growing segment needing MDR, SIEM, and threat intelligence tooling with defined security practice budgets.
Cloud-Native MSP Practices
MSPs specialising in AWS, Azure, or GCP management. High engagement with cloud cost optimisation and FinOps solutions.

TIER 2 — STRONG GROWTH & ENGAGEMENT SIGNALS
Healthcare IT MSPs
Serving hospitals and life sciences firms with EHR management, HIPAA compliance, and 24/7 uptime SLAs.
FinTech & Financial MSPs
Supporting banks and fintechs with SOC 2, PCI-DSS compliance and high-availability infrastructure management.
Public Sector MSPs
Government IT management, FedRAMP-compliant cloud services, and defence contractor IT support.

Combined addressable: **1.85M contacts** | Combined addressable: **1.35M contacts**



Total Opportunity Size: 3.2M
Verified, reachable MSP contacts across all segments. Verified by Span Global Services. 75-day rolling data refresh. 50+ segmentation filters.

SECTION 06
Data Quality & The Span Advantage
How Span Global Services delivers superior MSP contact accuracy and depth

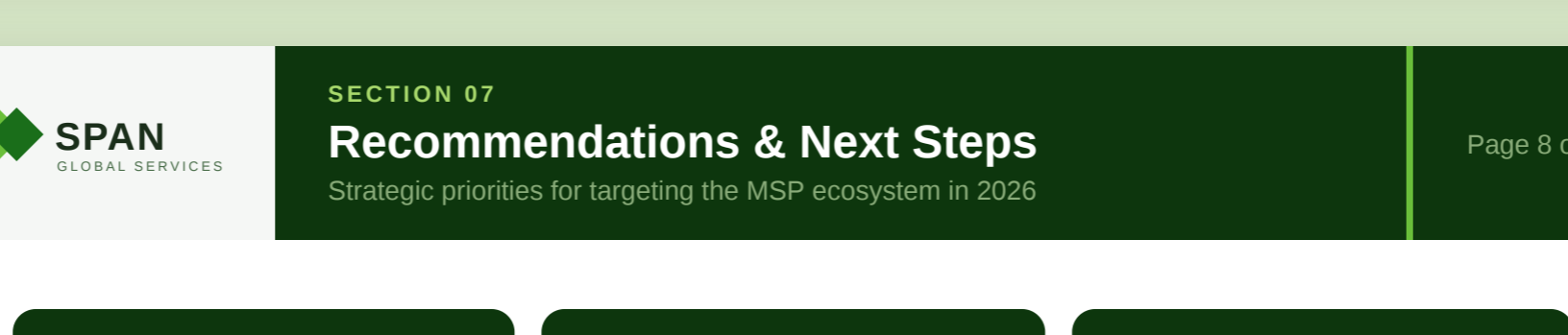
1. MSP Technographic Source Aggregation
Data from 230+ verified B2B sources, MSP partner directories, and enterprise intent signals from ConnectWise, Kaseya, and Datto ecosystems.

2. AI-Powered Entity Resolution
Machine learning deduplicates and resolves subsidiary, parent, and multi-location MSP entities, including white-label relationships.

3. Human Analyst Verification
320+ data specialists confirm MSP service stack, status tier, and role seniority via direct outreach and LinkedIn validation.

4. Real-Time Email Validation
SMTP-level bounce suppression and inbox deliverability checks before every data delivery — ensuring active, valid inboxes.

95.4% Email Deliverability Guaranteed



Hyper-Segmentation — 50+ MSP Filters
Filter by MSP service type (RMM, NOC, MSSP, Cloud, Help Desk), vendor stack, client vertical, company size, revenue band, job title, seniority, and geography.
Service Type | Vendor Stack | Client Vertical
Revenue Band | Job Title | Seniority
Geography | Employee Size

COMPLIANCE & PRIVACY
GDPR Compliant | CAN-SPAM Certified | CCPA Ready | CASL Ready

SECTION 07
Recommendations & Next Steps
Strategic priorities for targeting the MSP ecosystem in 2026

3.2M+ Verified MSP Contacts | **95.4%** Email Deliverability | **75-day** Rolling Data Refresh

PRIORITY 1 — TARGET MSP DECISION-MAKERS FIRST
Reach CIOs, IT Directors & MSP Owners Actively Evaluating New Tools
The top decision-making titles in the MSP space — Owner/CEO, CTO, IT Director, and NOC Manager — are actively reviewing technology stacks ahead of 2026 contract renewals. These roles represent the highest-urgency buyer group and should anchor your outreach campaigns.

PRIORITY 2 — ENGAGE SECURITY & CLOUD PRACTICE LEADERS
MSSP and Cloud MSP Owners Are the Fastest-Growing Buyer Persona
Security and cloud practice leaders within MSPs are active evaluators of threat intelligence, compliance automation, and FinOps platforms. These roles respond strongly to ROI-framed messaging and peer success stories.

PRIORITY 3 — CAPITALISE ON AIOps AWARENESS
Target MSPs Evaluating or Piloting AI Automation Tools
With 61% of MSPs adopting AIOps tools in 2025, the conversation has shifted to outcomes: MTTR reduction, ticket deflection rates, and technician productivity. Vendors with fast time-to-value are winning in this segment.

PRIORITY 4 — RUN ROLE-LEVEL MULTI-CHANNEL CAMPAIGNS
Combine Verified MSP Data with Email, LinkedIn & Intent-Driven Outreach
Combine Span's verified MSP contact data — segmented by service type, vendor stack, role, and seniority — with email, LinkedIn, and intent-driven outreach for precision ABM execution reaching the right buyer at the right time.

Ready to Access the Full MSP Database?
[www.spanglobalservices.com](https://spanglobalservices.com) | info@spanglobalservices.com
3.2M+ verified MSP contacts | 95.4% email deliverability rate | 75-day rolling data refresh | 50+ hyper-segmentation filters | GDPR, CCPA and CAN-SPAM compliant | Dedicated account manager support