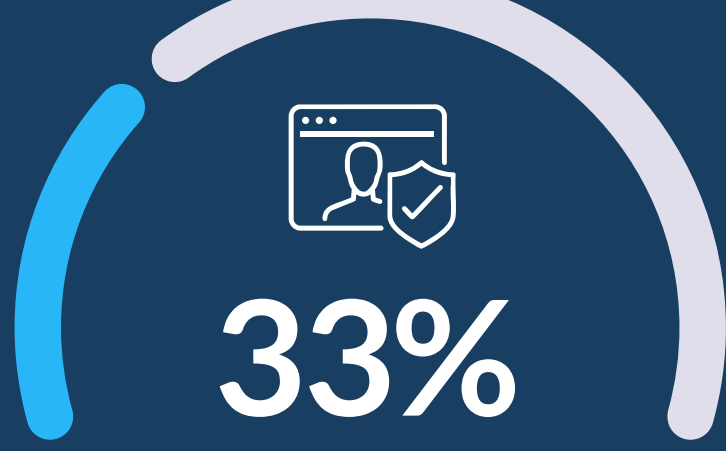


7 INDUSTRY-DEFINING MSP STATS FOR 2025

Key insights from the 2025 Global MSP Benchmark Survey to help you scale, stay competitive and drive profitability.

ENHANCED SECURITY SERVICES ARE THE NEW PROFIT POWERHOUSE



10% JUMP
FROM 2024.

33% of MSPs count enhanced security services (EDR, IDS/IPS, SIEM) as a top revenue source - **a 10% jump from 2024.**



What this means: Now is the time to invest and capitalize on this high-growth opportunity for profit and retention.



Pro tip: Bundle security into managed services to create high-margin, high-value offerings.

CUSTOMER ACQUISITION AND SECURITY THREATS ARE TOP MSP CHALLENGES

1 in 3 MSPs say finding new customers is their top challenge **for 2025.**



What this means: Now is the time to invest and capitalize on this high-growth opportunity for profit and retention.



Pro tip: Bundle security into managed services to create high-margin, high-value offerings.



MARKETING IS FUELING MSP GROWTH



UP FROM 49% LAST YEAR

53% of MSPs said they will start or strengthen their marketing efforts in 2025 - **up from 49% last year.**



What this means: A strong brand and lead generation strategy are now key to scaling.

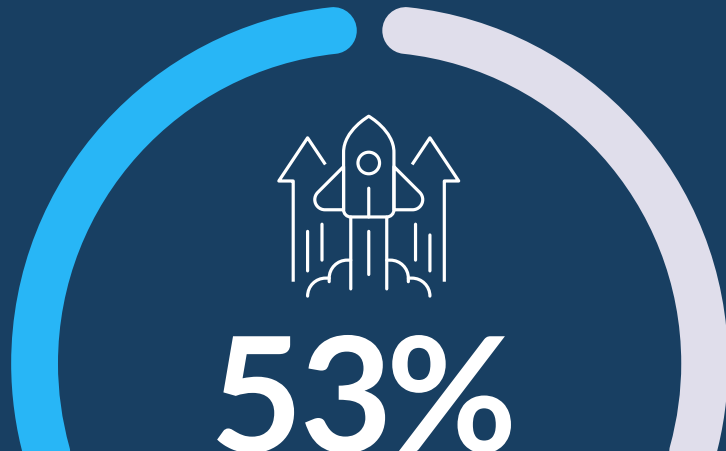


Pro tip: Build a marketing plan that includes content, paid ads and social media to drive client acquisition.

MSP M&A IS ON THE RISE

UP FROM 45% LAST YEAR

53% of MSPs are considering M&A this year- **up from 45% last year.**



What this means: As the industry becomes more competitive, M&A is a faster way to expand services and client bases.



Pro tip: If considering M&A, focus on acquiring complementary services, reducing operational inefficiencies and ensuring smooth client transitions.

MORE MSPS ARE JOINING PEER GROUPS FOR A COMPETITIVE EDGE



UP FROM 11% LAST YEAR

15% of MSPs are looking to join a peer group in 2025- **up from 11% last year.**



What this means: Collaboration leads to smarter decisions, better strategies and fewer mistakes.

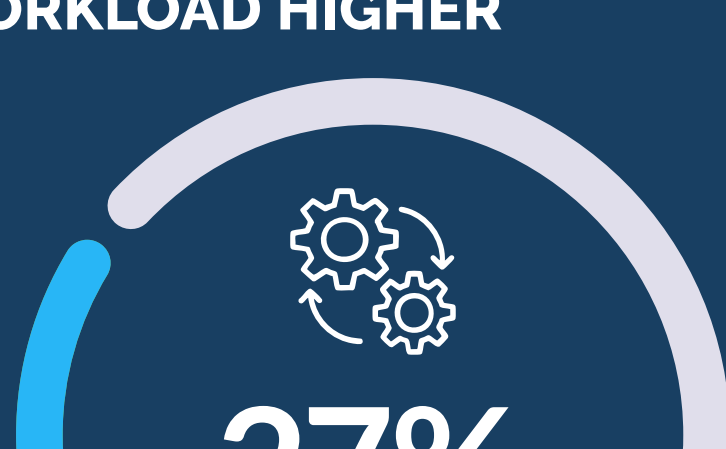


Pro tip: Surround yourself with successful MSPs to gain insights, mentorship and accountability.

INEFFICIENT TOOLS ARE DRIVING MSP WORKLOAD HIGHER



27% of MSPs say they aren't using their software to its full potential, **15% waste time switching tools and 12% struggle with poor integration.**

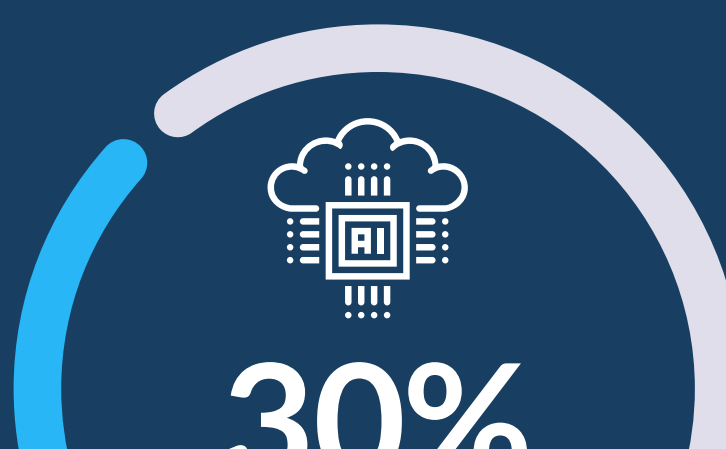


What this means: Disconnected systems and poor software utilization are slowing MSPs down.



Pro tip: Adopt a unified solution that combines essential MSP tools in one place for streamlined workflows

AI IS FREEING UP MSPS



20% MORE
TIME FOR STRATEGY.

30% of MSPs use AI to remove tedious tasks, **while 20% say it gives them more time for strategy.**



What this means: Automation is shifting focus from repetitive tasks to high-value decision-making.



Pro tip: While AI offers immense benefits, MSPs must stay vigilant — 19% still see AI as a security risk.



These numbers only provide a snapshot of the industry. Download the full 2025 Global MSP Benchmark Report for in-depth insights on pricing, profitability, work-life balance and more.

[DOWNLOAD THE FULL REPORT](#)