

# Americas Application Security Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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## Abstracts

360iResearch predicts the americas application security market to grow from USD 984.56 million in 2016 to USD 4,957.37 million by 2023, at a Compound Annual Growth Rate (CAGR) of 25.98%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the application security market include the emergence of conversational systems, the expansion of the iot into a digital mesh and enforcement of government and industry regulation. However certain factors such as the precarious point of insecurity due to online applications? may hinder the market growth. In the middle of difficulty lies opportunity such as the integrating artificial intelligence in security and forecast. The possible challenges for the market growth is vulnerabilities brought by continuously evolving advanced threats. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the americas application security market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, automotive & transportation & logistics, and travel & hospitality. Based on geography, the americas application security market is studied across United States, Brazil, Canada, Mexico, and Argentina.

The report features a competitive scenario of the application security market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are Acunetix Vulnerability Scanner, Burp Suite,

Checkmarx CxSAST, Fortify on Demand, IBM AppScan, Nessus Vulnerability Scanner, Qualys Web Application Scanning, Synopsys Application Security Services, Trustwave Application Security, and Veracode Application Security Platform.

### **Report Highlights:**

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of application security market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the application security market that will impact the demand during the forecast period. Moreover, the competitive analysis of application security market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

### **Reasons to Buy:**

The application security market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the Americas application security market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the application security market penetration with respect to industries and geographies.

Evaluate the key vendors in the application security market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the application security market.

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