

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

<https://marketpublishers.com/r/A59E86D7FD6EN.html>

Date: February 2018

Pages: 100

Price: US\$ 1,750.00 (Single User License)

ID: A59E86D7FD6EN

## 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.

## Contents

### 1. PREFACE

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Market Segmentation & Coverage
- 1.4 Years Considered for the Study
- 1.5 Currency & Pricing
- 1.6 Stakeholders

### 2. RESEARCH & FORECASTING

- 2.1 Research Methodology
  - 2.1.1 Research Instruments
    - 2.1.1.1 Secondary Instrument
    - 2.1.1.2 Primary Instrument
  - 2.1.2 Research Approaches
    - 2.1.2.1 Bottom-up Approach
    - 2.1.2.2 Top-down Approach
  - 2.1.3 Research Reliability & Validity
  - 2.1.4 Research Assumptions
- 2.2 Forecasting Methodology
  - 2.2.1 Methodology for Market Estimation & Forecasting
  - 2.2.2 Significance and Importance of the Market Estimation & Forecasting

### 3. EXECUTIVE SUMMARY

### 4. PREMIUM INSIGHT

- 4.1 Market Connectivity
- 4.2 Market Data Feed
- 4.3 Market Dynamics
  - 4.3.1 Drivers
    - 4.3.1.1 Emergence of conversational systems, the expansion of the IoT into a digital mesh
    - 4.3.1.2 Enforcement of government and industry regulation
  - 4.3.2 Restraints
    - 4.3.2.1 Precarious point of insecurity due to online applications

#### 4.3.3 Opportunities

##### 4.3.3.1 Integrating artificial intelligence in security and forecast

#### 4.3.4 Challenges

##### 4.3.4.1 Vulnerabilities brought by continuously evolving advanced threats

## **5. AMERICAS APPLICATION SECURITY MARKET, BY INDUSTRY**

### 5.1 Aerospace & Defense

#### 5.1.1 Overview

#### 5.1.2 Market Sizing & Forecasting

### 5.2 Banking, Financial Services & Insurance

#### 5.2.1 Overview

#### 5.2.2 Market Sizing & Forecasting

### 5.3 Consumer Goods & Retail

#### 5.3.1 Overview

#### 5.3.2 Market Sizing & Forecasting

### 5.4 Education

#### 5.4.1 Overview

#### 5.4.2 Market Sizing & Forecasting

### 5.5 Energy & Utilities

#### 5.5.1 Overview

#### 5.5.2 Market Sizing & Forecasting

### 5.6 Government

#### 5.6.1 Overview

#### 5.6.2 Market Sizing & Forecasting

### 5.7 Healthcare & Life Sciences

#### 5.7.1 Overview

#### 5.7.2 Market Sizing & Forecasting

### 5.8 Information Technology

#### 5.8.1 Overview

#### 5.8.2 Market Sizing & Forecasting

### 5.9 Manufacturing

#### 5.9.1 Overview

#### 5.9.2 Market Sizing & Forecasting

### 5.10 Media & Entertainment

#### 5.10.1 Overview

#### 5.10.2 Market Sizing & Forecasting

### 5.11 Telecommunication

#### 5.11.1 Overview

- 5.11.2 Market Sizing & Forecasting
- 5.12 Automotive & Transportation & Logistics
  - 5.12.1 Overview
  - 5.12.2 Market Sizing & Forecasting
- 5.13 Travel & Hospitality
  - 5.13.1 Overview
  - 5.13.2 Market Sizing & Forecasting

## **6. AMERICAS APPLICATION SECURITY MARKET, BY GEOGRAPHY**

- 6.1 United States
  - 6.1.1 Overview
  - 6.1.2 Market Sizing & Forecasting
- 6.2 Brazil
  - 6.2.1 Overview
  - 6.2.2 Market Sizing & Forecasting
- 6.3 Canada
  - 6.3.1 Overview
  - 6.3.2 Market Sizing & Forecasting
- 6.4 Mexico
  - 6.4.1 Overview
  - 6.4.2 Market Sizing & Forecasting
- 6.5 Argentina
  - 6.5.1 Overview
  - 6.5.2 Market Sizing & Forecasting

## **7. COMPETITIVE LANDSCAPE**

- 7.1 360iResearch FPNV Positioning Matrix
  - 7.1.1 Business Strategy
  - 7.1.2 Product Satisfaction
- 7.2 Competitive Product Features Matrix
- 7.2 Competitive News Feed Analysis

## **8. PRODUCT USABILITY PROFILES**

- 8.1 Acunetix Vulnerability Scanner
- 8.2 Burp Suite
- 8.3 Checkmarx CxSAST

- 8.4 Fortify on Demand
- 8.5 IBM AppScan
- 8.6 Nessus Vulnerability Scanner
- 8.7 Qualys Web Application Scanning
- 8.8 Synopsys Application Security Services
- 8.9 Trustwave Application Security
- 8.10 Veracode Application Security Platform

## **9. APPENDIX**

- 9.1 Analysts Review
- 9.2 Top Reports

## List Of Tables

### LIST OF TABLES (48 TABLES)

TABLE 1. AMERICAS APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 2. AMERICAS APPLICATION SECURITY MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)

TABLE 3. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 4. AMERICAS APPLICATION SECURITY MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 5. AMERICAS APPLICATION SECURITY MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 6. AMERICAS APPLICATION SECURITY MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 7. AMERICAS APPLICATION SECURITY MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 8. AMERICAS APPLICATION SECURITY MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 9. AMERICAS APPLICATION SECURITY MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 10. AMERICAS APPLICATION SECURITY MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 11. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 12. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 13. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 14. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AUTOMOTIVE & TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 15. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 16. AMERICAS APPLICATION SECURITY MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 17. UNITED STATES APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. BRAZIL APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. CANADA APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. MEXICO APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 21. ARGENTINA APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 22. 360IRESEARCH SCORES FOR FOREFRONT IN APPLICATION SECURITY MARKET

TABLE 23. 360IRESEARCH SCORES FOR PATHFINDERS IN APPLICATION SECURITY MARKET

TABLE 24. 360IRESEARCH SCORES FOR NICHE IN APPLICATION SECURITY MARKET

TABLE 25. 360IRESEARCH SCORES FOR VITAL IN APPLICATION SECURITY MARKET

TABLE 26. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR APPLICATION SECURITY MARKET

TABLE 27. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR APPLICATION SECURITY MARKET

TABLE 28. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR APPLICATION SECURITY MARKET

TABLE 29. COMPETITIVE NEWS FEED ANALYSIS FOR ACUNETIX IN APPLICATION SECURITY MARKET

TABLE 30. COMPETITIVE NEWS FEED ANALYSIS FOR PORTSWIGGER IN APPLICATION SECURITY MARKET

TABLE 31. COMPETITIVE NEWS FEED ANALYSIS FOR CHECKMARX IN APPLICATION SECURITY MARKET

TABLE 32. COMPETITIVE NEWS FEED ANALYSIS FOR MICRO FOCUS IN APPLICATION SECURITY MARKET

TABLE 33. COMPETITIVE NEWS FEED ANALYSIS FOR IBM IN APPLICATION SECURITY MARKET

TABLE 34. COMPETITIVE NEWS FEED ANALYSIS FOR TENABLE IN APPLICATION SECURITY MARKET

TABLE 35. COMPETITIVE NEWS FEED ANALYSIS FOR QUALYS IN APPLICATION SECURITY MARKET

TABLE 36. COMPETITIVE NEWS FEED ANALYSIS FOR SYNOPSYS IN APPLICATION SECURITY MARKET

TABLE 37. COMPETITIVE NEWS FEED ANALYSIS FOR TRUSTWAVE IN



**APPLICATION SECURITY MARKET**

**TABLE 38. COMPETITIVE NEWS FEED ANALYSIS FOR VERACODE IN APPLICATION SECURITY MARKET**

**TABLE 39. ACUNETIX VULNERABILITY SCANNER - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 40. BURP SUITE - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 41. CHECKMARX CXSAST - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 42. FORTIFY ON DEMAND - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 43. IBM APPSCAN - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 44. NESSUS VULNERABILITY SCANNER - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 45. QUALYS WEB APPLICATION SCANNING - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 46. SYNOPSIS APPLICATION SECURITY SERVICES - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 47. TRUSTWAVE APPLICATION SECURITY - PRODUCT FEATURE AVAILABILITY MATRIX**

**TABLE 48. VERACODE APPLICATION SECURITY PLATFORM - PRODUCT FEATURE AVAILABILITY MATRIX**

## List Of Figures

### LIST OF FIGURES (43 FIGURES)

FIGURE 1. AMERICAS APPLICATION SECURITY MARKET: YEARS CONSIDERED FOR THE STUDY

FIGURE 2. AMERICAS APPLICATION SECURITY MARKET: KEY RESEARCH METHODOLOGY

FIGURE 3. AMERICAS APPLICATION SECURITY MARKET: KEY RESEARCH INSTRUMENTS

FIGURE 4. AMERICAS APPLICATION SECURITY MARKET: KEY SECONDARY INSTRUMENT SOURCES

FIGURE 5. AMERICAS APPLICATION SECURITY MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT

FIGURE 6. AMERICAS APPLICATION SECURITY MARKET: KEY DATA TRIANGULATION

FIGURE 7. AMERICAS APPLICATION SECURITY MARKET: KEY RESEARCH ASSUMPTIONS

FIGURE 8. AMERICAS APPLICATION SECURITY MARKET CONNECTIVITY

FIGURE 9. AMERICAS APPLICATION SECURITY MARKET SIZE, 2015 - 2023 (USD MILLION)

FIGURE 10. AMERICAS APPLICATION SECURITY MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)

FIGURE 11. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 12. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 13. AMERICAS APPLICATION SECURITY MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 14. AMERICAS APPLICATION SECURITY MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 15. AMERICAS APPLICATION SECURITY MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 16. AMERICAS APPLICATION SECURITY MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 17. AMERICAS APPLICATION SECURITY MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 18. AMERICAS APPLICATION SECURITY MARKET SIZE, BY EDUCATION,

BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 19. AMERICAS APPLICATION SECURITY MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 20. AMERICAS APPLICATION SECURITY MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 21. AMERICAS APPLICATION SECURITY MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 22. AMERICAS APPLICATION SECURITY MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 23. AMERICAS APPLICATION SECURITY MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 24. AMERICAS APPLICATION SECURITY MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 25. AMERICAS APPLICATION SECURITY MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 26. AMERICAS APPLICATION SECURITY MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 27. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 28. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 29. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 30. AMERICAS APPLICATION SECURITY MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 31. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 32. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 33. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AUTOMOTIVE & TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 34. AMERICAS APPLICATION SECURITY MARKET SIZE, BY AUTOMOTIVE & TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 35. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 36. AMERICAS APPLICATION SECURITY MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 37. AMERICAS APPLICATION SECURITY MARKET SIZE, BY

GEOGRAPHY, 2016 (USD MILLION)

FIGURE 38. UNITED STATES APPLICATION SECURITY MARKET SIZE, BY  
GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 39. BRAZIL APPLICATION SECURITY MARKET SIZE, BY GEOGRAPHY,  
2016 VS 2023 (USD MILLION)

FIGURE 40. CANADA APPLICATION SECURITY MARKET SIZE, BY GEOGRAPHY,  
2016 VS 2023 (USD MILLION)

FIGURE 41. MEXICO APPLICATION SECURITY MARKET SIZE, BY GEOGRAPHY,  
2016 VS 2023 (USD MILLION)

FIGURE 42. ARGENTINA APPLICATION SECURITY MARKET SIZE, BY  
GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 43. 360IRESEARCH FPNV POSITIONING MATRIX FOR APPLICATION  
SECURITY MARKET

## I would like to order

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

Product link: <https://marketpublishers.com/r/A59E86D7FD6EN.html>

Price: US\$ 1,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A59E86D7FD6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

