

Threat Intelligence Market By Component (Solutions, Services) , By Application (Security Information and Event Management, Government, Risk and Compliance, Business Continuity Planning and Management) By Deployment Mode (On-premise, Cloud) By Enterprise Size (Large Enterprises, SMEs) By Industry Vertical (IT and Telecom, BFSI, Healthcare and Life Sciences, Retail and eCommerce, Manufacturing, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

<https://marketpublishers.com/r/TE90A6A15C83EN.html>

Date: September 2024

Pages: 350

Price: US\$ 2,601.00 (Single User License)

ID: TE90A6A15C83EN

Abstracts

Threat intelligence pertains to the gathering, examination, and interpretation of information in order to comprehend the intentions, objectives, and strategies employed by an individual or group presenting a danger. The procurement of threat intelligence empowers enterprises to make timely and informed security decisions based on factual information, thus transitioning their approach from a reactive to a proactive stance in combating threat actors. The market for threat intelligence encompasses a wide array of information sources, including publicly available data, exclusive data, and real-time threat feeds. The purpose of these sources is to furnish organizations with actionable insights regarding potential cybersecurity threats. These insights play a pivotal role in enabling organizations to proactively identify, assess, and mitigate cyber risks. Consequently, this fortifies their security postures and safeguards their valuable assets and data.

Threat intelligence solutions and services can include threat feeds, incident analysis,

malware detection, vulnerability assessment, and platforms for sharing threat information. The overall goal of these solutions and services is to enhance an organization's ability to effectively detect, respond to, and recover from cyber incidents.

The current state of the global threat intelligence market is characterized by substantial growth, primarily resulting from the escalating intricacy of cyberattacks. Given that cybercriminals persistently modify their tactics to evade conventional security measures, organizations are increasingly resorting to threat intelligence solutions to actively fortify their defenses. These solutions provide real-time insights into emerging threats and employ artificial intelligence and machine learning to identify intricate risks that were previously undetected. This particular tendency is particularly noticeable in critical infrastructure sectors such as energy, transportation, and healthcare, where safeguarding essential systems and networks is of paramount significance. The adoption of threat intelligence solutions for compliance is further stimulated by governmental regulations and industry standards.

However, a significant challenge in this market is the extensive expenditure associated with the implementation and maintenance of these solutions. Specifically, small and medium-sized enterprises (SMEs) encounter financial limitations when contemplating such investments. These costs include expenses related to software licensing, hardware prerequisites, subscriptions, recruitment, and customization. The continuous necessity for updates and modifications to align with the ever-evolving cyber threats further burdens financial resources. Consequently, the cost factor impedes the wider adoption of these solutions, particularly among organizations with limited financial means. To tackle this challenge, service providers might need to offer more cost-efficient and scalable alternatives to cater to a broader spectrum of businesses. However, rise in popularity of industry specific threat intelligence solutions to counter threats and meet compliance requirements is anticipated to emerge as a lucrative opportunity for the growth of the threat intelligence market.

The threat intelligence market is segmented on the basis of component, applications, deployment, organization size, vertical, and region. By component, the market is segmented into solutions and services. On the basis of applications, the market is segmented into security information and event management, government, risk and compliance, and business continuity planning and management. On the basis of deployment, the market is segmented into cloud and on-premise. On the basis of organization size, the market is segmented into large enterprise and SMEs. On the basis of vertical, the market is segmented into IT and ITeS, BFSI, healthcare and life sciences, retail and e-Commerce, manufacturing, and others. Region-wise, it is

analyzed across North America, Europe, Asia-Pacific, and LAMEA.

By component, the solution segment held major share of the global threat intelligence market. The ability of threat intelligence solutions to adapt to different industries and sectors is another crucial aspect. Providers have developed solutions tailored to specific industries to address the unique cybersecurity challenges faced by these sectors. These advanced benefits offered by the threat intelligence solutions fuel the demand across diverse industry verticals.

In terms of applications, Security Information and Event Management (SIEM) segment held a major share in the global threat intelligence market. The expansion of the threat intelligence market in the SIEM segment is propelled by multiple factors. The escalating volume and intricacy of cyber threats have rendered it imperative for organizations to harness threat intelligence data to proactively anticipate and counteract potential attacks.

By deployment mode, the cloud deployment of the threat intelligence market is currently undergoing a noteworthy growth trajectory and providing substantial opportunities. The movement of businesses towards cloud environments, driven by factors such as scalability and adaptability, has expanded the potential targets for cyber threats. As a result, this increase in vulnerability has amplified the need for cloud-based threat intelligence solutions, which provide timely understandings into threats, proactive surveillance, and scalability.

By organization size, the threat intelligence market in large enterprises is expected to witness considerable expansion and offers notable prospects. Given their substantial scale and complex characteristics, sizable organizations are progressively emerging as prime objectives for sophisticated cyber threats and attacks. This heightened context of vulnerability has given rise to an increasing need for all-encompassing measures in threat intelligence that can aid these enterprises in proactively discerning, alleviating, and addressing evolving cyber threats.

By vertical, BFSI segment is projected to grow at an exponential rate in the global threat intelligence market. Threat intelligence solutions and services are currently experiencing a substantial surge in demand within the Banking, Financial Services, and Insurance (BFSI) sector. The BFSI industry, which oversees vast quantities of confidential financial data, is being singled out as a primary focal point for cyber-attacks. The rising concerns related to protecting and managing critical customer information are fueling the adoption of threat intelligence solutions and services across the BFSI sector.

By Region, North America is anticipated to maintain its dominance in the global threat intelligence market. Multiple industry sectors in the region are experiencing an increase in cyber threats in various manifestations. For example, data from Check Point Research in January 2023 reveals that the healthcare industry in the United States witnessed an average of 1410 cyberattacks per organization per week in 2022. This represents an 86% increase compared to the previous year's recorded statistics. Consequently, the healthcare sector in the United States emerged as the second most targeted industry for cyberattacks. In response, the demand for threat intelligence solutions and services is growing consistently, fueling the threat intelligence market growth.

Competition Analysis

The report analyzes the profiles of key players operating in the threat intelligence market such as Anomali, Inc., Broadcom, Inc., Check Point Software Technologies Ltd., Cisco Systems Inc., CrowdStrike, Inc., IBM Corporation, Juniper Networks, Inc., McAfee, LLC, Microsoft Corporation, Palo Alto Networks, Inc., and Trend Micro Incorporated. These players have adopted various strategies to increase their market penetration and strengthen their position in the threat intelligence market.

Recent Partnerships in Threat Intelligence Market

In September 2023, Broadcom, Inc. partnered with Google cloud to strengthen gen AI-powered cybersecurity and threat intelligence to embed generative AI (gen AI) into the Symantec security platform in a phased rollout that will give customers a significant technical edge for detecting, understanding, and remediating sophisticated cyber-attacks.

In March 2023, Anomali Inc., a security solution providers partnered with Canon IT Solutions Inc., and offered Threat Intelligence Platform services for enterprise customers. Utilizing Anomali's ThreatStream, the service offers actionable intelligence to small and medium-sized enterprises regarding cyber attackers, emerging tactics, and information-centric security measures.

In November 2022, Amazon Web Services Inc., and Kyndryl entered into partnership to enhance the threat intelligence offerings. Under the partnership, both companies collaboratively focused on the development of data lake to support the security based on the Open Cybersecurity Schema Framework (OCSF). This helped both companies

to enable faster performance of threat intelligence platform.

In June 2022, Juniper Networks, Inc. and Dragos partnered to enhance threat intelligence and provide an automation framework for active attack response for OT-ICS networks and systematizes the research and development work done by both companies.

Recent Product Launch in the Threat Intelligence Market

In October 2023, ThreatQuotient, a security operation platform provider announced updates in ThreatQ and ThreatQ TDR Orchestrator platforms. It announced the integration of generative AI, ACE workflows, and marketplace to enhance their operations. This helped ThreatQuotient in addressing the demand from enterprises for data-driven threat intelligence solutions.

In August 2023, CrowdStrike, Inc. launched CrowdStrike counter adversary operations. The new team and offerings bring together CrowdStrike Falcon Intelligence, the CrowdStrike Falcon OverWatch managed threat hunting teams, and trillions of the latest telemetry events from the AI-powered CrowdStrike Falcon platform to detect, disrupt and stop sophisticated adversaries in their tracks and ultimately raise their cost of doing business.

In October 2022, Check Point Software Technologies Ltd. launched Check Point Quantum Titan, that leverages artificial intelligence (AI) and deep learning, to deliver advanced threat intelligence solutions, threat prevention against advanced domain name system exploits (DNS) and phishing, as well as autonomous IoT security.

Recent acquisition in the Threat Intelligence Market

In September 2023, Cisco Systems Inc. acquired Splunk and enhanced its threat intelligence solutions to help move organizations from threat detection and response to threat prediction and prevention.

In November 2021, IBM Corporation expanded its cybersecurity threat detection threat intelligence and response capabilities by acquiring ReaQta to further leverage AI to automatically identify and manage threats, while remaining undetectable to adversaries.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the threat intelligence market analysis from 2022 to 2032 to identify the prevailing threat intelligence market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the threat intelligence market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global threat intelligence market trends, key players, market segments, application areas, and market growth strategies.

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Product Benchmarking / Product specification and applications

Technology Trend Analysis

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Component

Solutions

Services

By Application

Security Information and Event Management

Government

Risk and Compliance

Business Continuity Planning and Management

By Deployment Mode

On-premise

Cloud

By Enterprise Size

Large Enterprises

SMEs

By Industry Vertical

IT and Telecom

BFSI

Healthcare and Life Sciences

Retail and eCommerce

Manufacturing

Others

By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Colombia

Argentina

Rest of Latin America

MEA

Saudi Arabia

South Africa

UAE

Rest of MEA

Key Market Players

Anomali, Inc.

Broadcom

Check Point Software Technologies Ltd.

Cisco Systems Inc.

CrowdStrike, Inc.

IBM Corporation

Juniper Networks, Inc.

McAfee, LLC

Microsoft Corporation

Palo Alto Networks, Inc.

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