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Zero Trust Architecture Market By Offering (Solution, Services) , By Organization Size (Small and Medium-Sized Enterprise (SMEs) , Large Enterprises) By Deployment (Cloud, On-Premises) By End User (BFSI, Government and Defense, IT & ITES, Healthcare, Retail and Ecommerce, Energy and Utilities, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Zero Trust Architecture Market

The zero trust architecture market was valued at $17.3 billion in 2023 and is projected to reach $108.1 billion by 2032, growing at a CAGR of 22.7% from 2024 to 2032.

Zero trust architecture (ZTA) is a security model for devices that rigorously verifies users and grants them restricted access for the task they are supposed to perform. ZTA is essential to reduce the surface attack of networks and protect sensitive information. The major security controls executed by this architecture before providing access to users include authentication, authorization, continuous monitoring, micro-segmentation, and identity access management.

Expansion of the landscape of cyberattacks has boosted the requirement for sophisticated security models, which is a key driver of the zero trust architecture market. In addition, surge in digitalization across different sectors augments the growth of the market as ZTA ensures seamless work over cloud and mobile devices. Furthermore, the implementation of stringent regulations pertaining to data security is boosting the

adoption of ZTA. In coming years, the trend of integrating blockchain within ZTA is projected to acquire notable traction. The immutable account of blockchain is expected to enhance the authentication potential of ZTA by the formation of a tamper-proof record of verification and access history.

However, the implementation of ZTA is an expensive and resource-intensive procedure that poses significant complexities. This hampers the growth of the zero trust architecture market. Moreover, continuous verifications and monitoring processes impact the performance of systems, deterring organizations from adoption and restraining the market development. On the contrary, the development of multi-cloud landscape in several businesses is anticipated to necessitate the implementation of exceptional security strategies, presenting lucrative opportunities for the zero trust architecture market. American research and advisory firm, Gartner predicts 10% of the big enterprises across the globe to embrace a mature ZTA by 2026, rising from the less than 1% adoption rate in 2023. This surge in adoption rate indicates a bright future of the zero trust architecture market.

Segment Review

The zero trust architecture market is segmented into offering, organization size, deployment, end user, and region. On the basis of offering, the market is bifurcated into solution and services. Depending on organization size, it is divided into small & medium-sized enterprise (SMEs) and large enterprises. By deployment, it is classified into cloud and on-premises. As per end user, it is categorized into BFSI, government and defense, IT & ITES, healthcare, retail and e-commerce, energy and utilities, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of offering, the market is bifurcated into solution segment dominated the market in 2023.

Depending on organization size, the large enterprises segment held a high share of the market in 2023.

By deployment, the cloud segment acquired a high stake in the market in 2023.

As per end user, the retail and e-commerce segment accounted for a high share of the market in 2023.

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Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global zero trust architecture market include Palo Alto Networks, VMware Inc., Zscaler, Inc., Akamai Technologies, Microsoft Corporation, Cisco Systems Inc., IBM Corporation, Citrix Systems Inc., Check Point Software Technologies Ltd., and Trellix. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Go To Market Strategy

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Pain Point Analysis

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

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

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List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Offering

Solution

Services

By Organization Size

Small and Medium-Sized Enterprise (SMEs)

Large Enterprises

By Deployment

Cloud

On-Premises

By End User

BFSI

Government and Defense

IT ITES

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Healthcare

Retail and Ecommerce

Energy and Utilities

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

LAMEA

Latin America

Middle East

Africa

Key Market Players

Palo Alto Networks

VMware Inc.

Zscaler, Inc.

Akamai Technologies

Microsoft Corporation

Cisco Systems Inc.

IBM Corporation

Citrix Systems Inc.

Check Point Software Technologies Ltd.

Trellix

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