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Global Application Security Market Size study, by Type (Web Application Security, Mobile Application Security), by Component (Software Tools, Services), by Deployment Mode (Cloud, On-Premises), by Organization Size (SMEs, Large enterprises), by Verticals (Banking, Financial Services and Insurance, Retail and ecommerce, Government and Public Sector, Healthcare, Telecommunication, Education, IT And ITES, Other Verticals), and Regional Forecasts 2021-2027

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Abstracts

Global application security market is valued approximately at USD 6.2 billion in 2020 and is anticipated to grow with a healthy growth rate of about 16.1% over the forecast period 2021-2027. Application security refers to the process of developing, adding, and testing the security features within an application for the prevention of security vulnerabilities against different threats such as modification and unauthorized access. It describes security measures at application level with the intent to prevent code or data within the application from being hijacked or stolen. The global application security market is being driven by rise in security breaches targeting business applications and increase in use of mobile and cloud-based technologies. Furthermore, adoption of artificial intelligence and machine learning in web and mobile based security process will provide new opportunities for the global application security industry. Also, growth in information technology services spending is expected to aid in the market growth. According to Statista, spending on information technology services across the globe is expected to increase from USD 866 billion in 2015 to approximately USD 1277 billion by

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2022. This is expected to fuel developments in application security and boost its adoption. Hence, this is likely to boost the market growth. However, budget constraints and return on investments may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global application security is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America accounts for the largest share in terms of market revenue in the global application security market over the forecast period 2021-2027. Factors such as early adoption of technologies in the region, investments in leading services of application security by countries such as the United States and Canada, presence of key market players, research and development investments in IT architecture, advanced IT infrastructure, increasing adoption of advanced technologies such as artificial intelligence and machine learning, availability of technical expertise, etc. contribute towards the largest market share of the region.

Major market player included in this report are:
IBM Corporation
HCL Software
Cisco Systems
Synopsys
Checkmarx
Veracode
MicroFocus
WhiteHat Security
Capgemini
Rapid7

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

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Web Application Security
Mobile Application Security
By Component:
Software Tools
Services
By Deployment Mode:
Cloud
On-Premises
By Organization Size:
SMEs
Large enterprises
By Verticals:
Banking, Financial Services and Insurance
Retail and ecommerce
Government and Public Sector
Healthcare
Telecommunication
Education
IT And ITES
Other Verticals
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

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Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Application Security Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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