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Global Deception Technology Market Size study, by Offering (Solution, Service), by Deception Stack (Network Security, Endpoint Security, Application Security), by Enterprise Size (Large Enterprises, SMEs), by Industry Vertical (BFSI, Government and Defense, Retail and E-commerce, Healthcare, IT and Telecom, Energy and Utilities, Manufacturing, Education, Others) and Regional Forecasts 2022-2032

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Abstracts

Global Deception Technology Market is valued at approximately USD 2.38 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 12.28% over the forecast period 2024-2032. Deception technology is a sophisticated cybersecurity defense mechanism designed to mislead attackers by deploying a network of traps and decoys that mimic authentic system assets. When an intruder interacts with a decoy, the server logs and monitors the attack vectors used, thus providing valuable intelligence on the intruder’s tactics.
The Global Deception Technology Market is driven by increasing prevalence of advanced persistent threats (APTs) and zero-day attacks necessitates the deployment of effective early detection solutions, thereby propelling the growth of the deception technology market. Furthermore, the rising adoption of Bring Your Own Device (BYOD) and Internet of Things (IoT) trends within enterprises significantly contributes to the market's expansion. Moreover, the integration of deception technology in virtual environments and growing adoption of cloud services is anticipated to create lucrative opportunities for market expansion during the forecast period. However, the extensive use of traditional honeypots and the inherent complexities of device security hinder market growth.

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The key regions considered for the Global Deception Technology Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North American region dominated the deception technology market and this trend is expected to continue throughout the forecast period. This dominance is attributed to the presence of major players offering advanced solutions and substantial investments in cybersecurity technologies. Furthermore, the Asia-Pacific region is expected to witness significant growth owing to the increasing awareness of deception technology among enterprises adopting cloud services.

Major market player included in this report are:

vArmour
Minerva Labs
CYBERTRAP Software GmbH
Smokescreen Technologies, Inc.
Illusive Networks
Fidelis Cybersecurity
PacketViper
Rapid7
Allure Security Technology, Inc.
LogRhythm, Inc.
Guardicore Ltd
CounterCraft

The detailed segments and sub-segment of the market are explained below:

By Offering

• Solution
• Service

By Deception Stack

• Network Security
• Endpoint Security
• Application Security

By Enterprise Size

• Large Enterprises
• SMEs

By Industry Vertical

• BFSI
• Government and Defense
• Retail and E-commerce
• Healthcare
• IT and Telecom
• Energy and Utilities

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• Manufacturing
• Education
• Others
By Region:
North America
• U.S.
• Canada
Europe
• UK
• Germany
• France
• Spain
• Italy
• ROE
Asia Pacific
• China
• India
• Japan
• Australia
• South Korea
• RoAPAC
Latin America
• Brazil
• Mexico
• RoLA
Middle East & Africa
• Saudi Arabia
• South Africa
• RoMEA
Years considered for the study are as follows:
• Historical year – 2021
• Base year – 2022
• Forecast period – 2023 to 2032
Key Takeaways:
• Market Estimates & Forecast for 10 years from 2022 to 2032.
• Annualized revenues and regional level analysis for each market segment.
• Detailed analysis of geographical landscape with Country level analysis of major regions.
• Competitive landscape with information on major players in the market.

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- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market

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