

Global Dynamic Application Security Testing Market Size study & Forecast, by Deployment Type (On-Premises and Cloud-Based), by Organization Size (SMEs and Large Enterprises), by Verticals (Banking, Financial Services) and Regional Forecasts 2025-2035

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Abstracts

The Global Dynamic Application Security Testing (DAST) Market is valued at approximately USD 3.34 billion in 2024 and is anticipated to expand at a staggering CAGR of 24.71% throughout the forecast period of 2025-2035. Dynamic Application Security Testing, often referred to as black-box testing, is a process of identifying security vulnerabilities in running applications by simulating real-world attack scenarios. Unlike static testing methods, DAST analyzes applications during their runtime, uncovering exploitable loopholes that could jeopardize critical business data and systems. The surging wave of cyberattacks and data breaches across industries has elevated the significance of DAST solutions. The increasing adoption of cloud-native applications, stringent regulatory frameworks around data privacy, and the accelerating pace of digital transformation in BFSI and other verticals are all fueling the robust demand trajectory for this market.

The upsurge in enterprise-wide digitization, coupled with the proliferation of APIs, mobile-first platforms, and IoT integrations, has compelled organizations to rethink their cybersecurity posture and incorporate real-time testing tools such as DAST. Companies are progressively investing in advanced security ecosystems to counter evolving threats while ensuring compliance with GDPR, HIPAA, PCI-DSS, and other global regulations. According to industry reports, global cybercrime costs are projected to cross USD 10 trillion annually by 2025, and enterprises are under mounting pressure to pre-emptively mitigate risks. Furthermore, the growing popularity of DevSecOps frameworks and the shift-left approach in software development cycles are creating lucrative opportunities

for the DAST industry. Yet, challenges such as integration complexities and high implementation costs may act as bottlenecks during the forecast horizon.

The detailed segments and sub-segments included in the report are:

By Deployment Type:

On-Premises

Cloud-Based

By Organization Size:

Small and Medium-Sized Enterprises (SMEs)

Large Enterprises

By Verticals:

Banking

Financial Services

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

On-Premises Deployment is Expected to Dominate the Market

On-premises deployment continues to hold a dominant position within the DAST landscape, primarily driven by large enterprises and heavily regulated industries such as banking and financial services. Organizations operating in these environments often prioritize greater control over security infrastructure, data residency, and compliance requirements, all of which favor on-premises adoption. The segment is also sustained by legacy IT ecosystems where integration with critical business applications remains vital. While cloud-based deployments are advancing rapidly, on-premises solutions are projected to maintain the lion's share in the near term, supported by enterprises that seek tailor-made configurations and maximum governance over sensitive data.

Large Enterprises Currently Lead in Revenue Contribution

When analyzing the market by organization size, large enterprises emerge as the key revenue contributors, owing to their expansive IT infrastructures, complex digital ecosystems, and heightened exposure to cyber threats. These enterprises are at the forefront of deploying dynamic testing frameworks, as they operate under intense regulatory scrutiny and cannot afford the reputational or financial setbacks associated with breaches. Meanwhile, SMEs are increasingly adopting cloud-based DAST solutions due to their scalability, cost-efficiency, and low entry barriers. This trend underscores a bifurcation within the market: large enterprises dominate revenues today, while SMEs are evolving into a significant growth catalyst over the forecast window.

The key regions considered for the Global Dynamic Application Security Testing Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America led the market in 2025, backed by the region's strong cybersecurity ecosystem, widespread cloud adoption, and a dense concentration of leading technology vendors. The U.S., in particular, has witnessed accelerated deployment of application security testing across BFSI, healthcare, and government sectors, supported by stringent regulatory mandates and escalating cybercrime sophistication. Asia Pacific, however, is forecast to be the fastest-growing region over 2025-2035. Rapid digital adoption, expanding fintech ecosystems, government-backed cybersecurity initiatives, and heightened investments in IT modernization across

countries like China, India, and Japan are collectively propelling demand for DAST solutions. Europe, with its strong compliance-driven approach, continues to show steady growth, especially across financial institutions and critical infrastructure operators.

Major market players included in this report are:

IBM Corporation

Veracode Inc.

WhiteHat Security

Micro Focus International Plc

Rapid7, Inc.

Qualys Inc.

Synopsys Inc.

Contrast Security

Parasoft Corporation

Appknox Pvt. Ltd.

Checkmarx Ltd.

Acunetix Ltd.

Tenable Holdings, Inc.

CyberArk Software Ltd.

Data Theorem, Inc.

Global Dynamic Application Security Testing Market Report Scope:

Global Dynamic Application Security Testing Market Size study & Forecast, by Deployment Type (On-Premises and...

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

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

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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