

Global Endpoint Protection Platform (EPP) Market Size, Share, Growth Trends, Opportunities, and Regional Forecasts 2022-2032

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Abstracts

The global Endpoint Protection Platform (EPP) market, valued at USD 15.72 billion in 2023, is poised for significant growth, with a compound annual growth rate (CAGR) of 10.7% projected from 2024 to 2032. EPP solutions are essential for securing endpoint devices against a spectrum of sophisticated threats, including ransomware, fileless attacks, and zero-day vulnerabilities, which are increasingly prevalent due to the growing adoption of remote working models.

The adoption of Bring Your Own Device (BYOD) policies across various industries has further emphasized the need for robust endpoint security solutions. EPP platforms utilize advanced techniques such as behavioral analysis, sandboxing, and signature matching to detect and mitigate threats effectively. Organizations are leveraging these solutions not only to secure data and devices but also to ensure compliance with stringent regulatory standards like GDPR and HIPAA, thereby avoiding reputational and financial damage.

Key challenges in the market include the complexity of implementation and management of EPP systems, particularly for small and medium-sized enterprises (SMEs). However, advancements in user-friendly interfaces and scalable solutions are helping overcome these barriers, enabling widespread adoption. Verticals such as BFSI, healthcare, and retail are driving market growth, as these industries are highly vulnerable to data breaches and cyber threats.

Regionally, North America leads the market, driven by high BYOD adoption, advanced IT infrastructure, and the presence of key industry players. The Asia-Pacific region is expected to exhibit the fastest growth due to increased digitalization, government

initiatives to strengthen cybersecurity, and the rising adoption of cloud-based EPP solutions.

Major Market Players Included in This Report:

Bitdefender

Broadcom, Inc.

Cisco Systems

CrowdStrike

ESET

Fortinet

Kaspersky

McAfee

Microsoft Corporation

Palo Alto Networks

SentinelOne

Sophos

Trellix

Trend Micro

VMware Carbon Black

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

By Solution:

Software

Service

Professional Services

Managed Services

By Deployment:

Cloud

On-premise

By Enterprise Size:

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

By Vertical:

Banking, Financial Services, and Insurance (BFSI)

Healthcare and Life Sciences

Government and Defense

Retail and eCommerce

IT and Telecom

Energy and Utilities

Manufacturing

Others

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Italy

Spain

Asia Pacific:

China

India

Japan

Australia

South Korea

Latin America:

Brazil

Mexico

Argentina

Middle East & Africa:

UAE

Saudi Arabia

South Africa

Years Considered for the Study:

Historical Years: 2022

Base Year: 2023

Forecast Period: 2024–2032

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.

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.

Contents

CHAPTER 1. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET EXECUTIVE SUMMARY

- 1.1. Global Endpoint Protection Platform Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Solution
 - 1.3.2. By Deployment
 - 1.3.3. By Enterprise Size
 - 1.3.4. By Vertical
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendations & Conclusion

CHAPTER 2. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.4. Demand Side Analysis
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Growing threats such as ransomware and zero-day attacks
 - 3.1.2. Rising adoption of remote working models
 - 3.1.3. Expanding BYOD policies in enterprises
- 3.2. Market Challenges
 - 3.2.1. Complexity in implementation and management
 - 3.2.2. High costs for SMEs

3.3. Market Opportunities

3.3.1. Advancements in user-friendly interfaces

3.3.2. Increasing need for compliance with regulatory standards

CHAPTER 4. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET INDUSTRY ANALYSIS

4.1. Porter's Five Force Model

4.2. PESTEL Analysis

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Industry Expert Perspective

4.6. Analyst Recommendations & Conclusion

CHAPTER 5. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET SIZE & FORECAST BY SOLUTION 2022-2032

5.1. Segment Dashboard

5.2. Global Endpoint Protection Platform Market: Solution Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Software

5.2.2. Service

5.2.2.1 Professional Services

5.2.2.2 Managed Services

CHAPTER 6. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET SIZE & FORECAST BY DEPLOYMENT 2023-2030

6.1. Segment Dashboard

6.2. Global Endpoint Protection Platform Market: Deployment Revenue Trend Analysis, 2022 & 2032(USD Billion)

6.2.1. Cloud

6.2.2. On-premise

CHAPTER 7. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET SIZE & FORECAST BY ENTERPRISE SIZE 2022-2032

7.1. Segment Dashboard

7.2. Global Endpoint Protection Platform Market: Enterprise Size Revenue Trend

Analysis, 2022 & 2032 (USD Billion)

7.2.1. Small and Medium-sized Enterprises

7.2.2. Large Enterprises

CHAPTER 8. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET SIZE & FORECAST BY VERTICAL 2022-2032

8.1. Segment Dashboard

8.2. Global Endpoint Protection Platform Market: Vertical Revenue Trend Analysis, 2022 & 2032 (USD Billion)

8.2.1. Banking, Financial Services, and Insurance (BFSI)

8.2.2. Healthcare and Life Sciences

8.2.3. Government and Defense

8.2.4. Retail and eCommerce

8.2.5. IT and Telecom

8.2.6. Energy and Utilities

8.2.7. Manufacturing

8.2.8. Others

CHAPTER 9. GLOBAL ENDPOINT PROTECTION PLATFORM MARKET SIZE & FORECAST BY REGION 2022-2032

9.1. North America Endpoint Protection Platform Market

9.1.1. U.S.

9.1.2. Canada

9.2. Europe Endpoint Protection Platform Market

9.2.1. UK

9.2.2. Germany

9.2.3. France

9.2.4. Italy

9.2.5. Spain

9.3. Asia-Pacific Endpoint Protection Platform Market

9.3.1. China

9.3.2. India

9.3.3. Japan

9.3.4. Australia

9.3.5. South Korea

9.4. Latin America Endpoint Protection Platform Market

9.4.1. Brazil

9.4.2. Mexico

9.4.3. Argentina

9.5. Middle East & Africa Endpoint Protection Platform Market

9.5.1. UAE

9.5.2. Saudi Arabia

9.5.3. South Africa

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Key Company SWOT Analysis

10.1.1. Bitdefender

10.1.2. Cisco Systems

10.1.3. Palo Alto Networks

10.2. Top Market Strategies

10.3. Company Profiles

CHAPTER 11. RESEARCH PROCESS

11.1. Data Mining

11.2. Analysis

11.3. Market Estimation

11.4. Validation

11.5. Publishing

11.6. Research Attributes

12. List of Figures

FIGURE 1. Research Methodology for Endpoint Protection Platform Market

FIGURE 2. Global Endpoint Protection Platform Market Estimation Techniques

FIGURE 3. Global Endpoint Protection Platform Market Revenue Forecast (2022-2032)

FIGURE 4. Regional Market Trends

FIGURE 5. Solution Revenue Distribution, 2022 & 2032

This list is not complete; the final report contains more than 100 tables and 50 figures.

The list may be updated in the final deliverable.

12. LIST OF TABLES

TABLE 1. Global Endpoint Protection Platform Market, Report Scope

TABLE 2. Global Endpoint Protection Platform Market Estimates & Forecasts by Solution (USD Billion)

TABLE 3. Global Endpoint Protection Platform Market Estimates & Forecasts by Deployment (USD Billion)

TABLE 4. Global Endpoint Protection Platform Market Estimates & Forecasts by Enterprise Size (USD Billion)

TABLE 5. Global Endpoint Protection Platform Market Estimates & Forecasts by Vertical (USD Billion)

TABLE 6. Global Endpoint Protection Platform Market Estimates & Forecasts by Region (USD Billion)

TABLE 7. North America Endpoint Protection Platform Market by Country (USD Billion)

TABLE 8. Europe Endpoint Protection Platform Market by Country (USD Billion)

TABLE 9. Asia-Pacific Endpoint Protection Platform Market by Country (USD Billion)

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