

Global Firewall as a Service Market Size Study & Forecast, by Deployment Model, Service Type, End User, Industry Vertical, and Regional Forecasts 2025-2035

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Abstracts

The Global Firewall as a Service (FWaaS) Market is valued at approximately USD 6.72 billion in 2024 and is anticipated to expand at a compelling CAGR of 10.10% over the forecast period 2025–2035. As cyber threats scale in sophistication and frequency, enterprises are increasingly leaning into firewall-as-a-service platforms to fortify cloud perimeters, mitigate vulnerabilities, and achieve agile, centralized security operations. FWaaS, being a cloud-native firewall solution, allows businesses to extend their security policies beyond on-premise boundaries without relying on costly, inflexible hardware. The acceleration of remote work, surging adoption of hybrid IT infrastructures, and the proliferation of IoT ecosystems have collectively transformed FWaaS into a linchpin of modern cybersecurity architectures.

Enterprises are strategically turning to FWaaS offerings not just for enhanced security, but also for operational efficiency. These services facilitate seamless policy orchestration, scalable protection, and rapid threat response across distributed environments. The versatility of FWaaS—including network firewalls, unified threat management (UTM), and next-generation firewall (NGFW) capabilities—has driven adoption across verticals such as BFSI, IT & telecom, retail, and healthcare. However, organizations continue to grapple with concerns over data residency compliance, integration with legacy systems, and maintaining visibility across hybrid networks—factors that may restrain short-term market momentum. Still, innovation in zero-trust frameworks and the convergence of FWaaS with SASE (Secure Access Service Edge) models are poised to unlock vast opportunities.

Regionally, North America emerged as the dominant player in the FWaaS landscape in 2025, owing to its early embrace of cloud security frameworks, heavy cybersecurity spending, and the presence of major technology giants. The U.S., in particular, benefits from a mature threat intelligence ecosystem, robust digital transformation in large enterprises, and increasing government initiatives for infrastructure protection. Europe is steadily gaining traction, fueled by the implementation of GDPR, growing awareness of endpoint vulnerabilities, and increased digitalization of the public sector. Meanwhile, the Asia Pacific region is registering the fastest growth, driven by massive cloud adoption across India, China, and Southeast Asia, rising incidents of ransomware, and burgeoning demand for real-time threat intelligence across small and medium enterprises. Strategic investments in 5G infrastructure and edge computing are further amplifying demand in the region.

Major market player included in this report are:

Palo Alto Networks Inc.

Cisco Systems Inc.

Zscaler Inc.

Fortinet Inc.

Check Point Software Technologies Ltd.

Sophos Group plc

Juniper Networks Inc.

Barracuda Networks Inc.

Forcepoint LLC

WatchGuard Technologies Inc.

IBM Corporation

Microsoft Corporation

Citrix Systems Inc.

McAfee LLC

AT&T Cybersecurity

Global Firewall as a Service Market Report Scope:

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 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:

By Deployment Model:

Public Cloud

Private Cloud

Hybrid Cloud

By Service Type:

Web Application Firewall

Network Firewall

Next-Generation Firewall

Unified Threat Management

By End User:

Large Enterprises

Small and Medium Enterprises

Government

By Industry Vertical:

BFSI

Healthcare

IT and Telecom

Retail

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

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 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.

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