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Global Generative AI Cybersecurity Market Size Study by Offering (Software, Services), by Generative AI-based Cybersecurity Solutions (Threat Detection & Intelligence, Risk Assessment, Exposure Management, Phishing Simulation & Prevention, Remediation Guidance, Threat Hunting, Code Analysis), by Cybersecurity Solutions for Generative AI (Training Data Security, Model Security, Infrastructure Security, Application Security), by End-user (BFSI, IT & ITeS, Telecommunications, Government & Defense, Healthcare & Life Sciences, Manufacturing, Media & Entertainment, Retail & E-Commerce, Energy & Utilities, Automotive, Transportation & Logistics, Other Enterprises) and Regional Forecasts 2022-2032

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Abstracts

The global Generative AI Cybersecurity Market is valued at approximately USD 5.32 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 33.4% over the forecast period 2024-2032. Generative AI cybersecurity uses AI models to predict, detect, and counteract cyber threats by generating realistic threat scenarios, simulating attacks, and identifying vulnerabilities. Applications include creating synthetic data for training security systems, automating threat detection and response, enhancing intrusion detection systems, and developing robust defense mechanisms against

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sophisticated cyberattacks. This approach improves threat intelligence, reduces false positives, and strengthens overall cybersecurity posture by leveraging the predictive and adaptive capabilities of AI.

The adoption of advanced generative AI solutions in cybersecurity is rapidly transforming the landscape of cyber defense. By predicting, detecting, and mitigating cyber threats with unprecedented accuracy, generative AI technologies, especially Generative Adversarial Networks (GANs), are augmenting threat intelligence and automating response processes. These technologies are increasingly being leveraged to secure both cloud services and on-premise infrastructures, enhancing endpoint security and access management controls. The dual role of generative AI, in both enhancing cybersecurity operations and safeguarding generative AI-native workloads from threats like data poisoning and complex malware, is driving market expansion.

The market's robust growth is propelled by the rising prevalence of sophisticated cyber threats that traditional methods fail to counteract. Generative AI's ability to simulate realistic threat scenarios, create synthetic data for training, and automate detection and response mechanisms significantly bolsters cybersecurity measures. Furthermore, the integration of generative AI in cybersecurity is addressing the skills gap in the industry by automating repetitive tasks and enabling the employment of personnel with general aptitude rather than specialized training. However, challenges such as concerns over AI governance and the risks associated with shadow IT necessitate robust oversight and comprehensive employee training to prevent misuse and ensure compliance with regulations.

Geographically, North America is expected to dominate the market, driven by technological advancements, a strong healthcare infrastructure, and the high prevalence of cyber threats. The Asia Pacific region, on the other hand, is projected to witness the fastest growth, fueled by extensive public and private investments in AI research and development and a significant rise in cybercrime incidents, particularly in countries like India and China.

Major market players included in this report are:

Microsoft (US)

IBM (US)

Google (US)

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SentinelOne (US)

AWS (US)

NVIDIA (US)

Cisco (US)

CrowdStrike (US)

Fortinet (US)

Zscaler (US)

Trend Micro (Japan)

Palo Alto Networks (US)

BlackBerry (Canada)

Darktrace (UK)

F5 (US)

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

By Offering:

- Software
- Services

By Generative AI-based Cybersecurity Solutions:

- Threat Detection & Intelligence Software
- Risk Assessment Software

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- Exposure Management Software
- Phishing Simulation & Prevention Software
- Remediation Guidance Software
- Threat Hunting Platforms
- Code Analysis Software

By Cybersecurity Solutions for Generative AI:

- Generative AI Training Data Security Software
- Generative AI Model Security Software
- Generative AI Infrastructure Security Software
- Generative AI Application Security Software

By End-user:

- BFSI
- IT & ITeS
- Telecommunications
- Government & Defense
- Healthcare & Life Sciences
- Manufacturing
- Media & Entertainment

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Retail & E-Commerce

Energy & Utilities

Automotive, Transportation & Logistics

Other Enterprises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

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- 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 – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.

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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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