

Global Internet Security Market Size Study & Forecast, by Types and Solutions, Technology, Securities, Applications, Functional Area and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G21C08C8EA08EN.html>

Date: June 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G21C08C8EA08EN

Abstracts

The Global Internet Security Market is valued at approximately USD 16.2 billion in 2024 and is poised to expand at a compound annual growth rate (CAGR) of 8.00% over the forecast period of 2025 to 2035. As the digital age forges ahead at breakneck speed, the internet security industry has emerged as an indispensable pillar of global enterprise sustainability. With the proliferation of sophisticated cyberattacks, the rapid acceleration of IoT adoption, and the intensifying reliance on digital platforms, businesses are being compelled to reevaluate their cybersecurity frameworks. Internet security encompasses an extensive suite of solutions ranging from endpoint defenses and identity management to real-time threat detection and cloud security infrastructure—each designed to preempt, mitigate, and neutralize a wide spectrum of cyber threats that lurk across digital networks.

Fueling this demand is the convergence of disruptive technologies—such as AI, big data analytics, and blockchain—which are being strategically integrated to strengthen cyber defense mechanisms. These technologies empower organizations with predictive analytics, automated response protocols, and advanced threat intelligence. At the same time, rising global incidences of phishing, ransomware, and DDoS attacks are pushing regulatory bodies to enforce stricter compliance norms. Organizations, therefore, are investing more aggressively in scalable, cloud-native internet security solutions to fortify their digital perimeters and protect mission-critical data. Furthermore, the growing trend of remote work, mobile-first environments, and virtual collaboration platforms has significantly widened the potential attack surface, thereby amplifying the need for dynamic, real-time internet security frameworks.

From a regional perspective, North America currently dominates the Internet Security Market landscape, propelled by its mature IT infrastructure, early adoption of advanced security solutions, and robust presence of market-leading cybersecurity vendors. The United States, in particular, has seen an upsurge in cybercrime activity targeting federal agencies, financial institutions, and private enterprises, thereby stimulating higher investment in sophisticated threat prevention solutions. Europe is witnessing rapid adoption as well, primarily driven by GDPR enforcement and increased government initiatives aimed at national cybersecurity resilience. Meanwhile, the Asia-Pacific region is forecasted to experience the highest growth rate over the next decade, attributed to its expanding digital ecosystem, escalating threat landscape, and concerted efforts from nations like China, India, and Australia to enhance their cyber-readiness through legislative and technological measures.

Major market players included in this report are:

Microsoft Corporation

Cisco Systems, Inc.

IBM Corporation

Palo Alto Networks, Inc.

Fortinet, Inc.

McAfee, LLC

Symantec Corporation

Trend Micro Incorporated

Sophos Group PLC

Check Point Software Technologies Ltd.

Oracle Corporation

Zscaler, Inc.

Broadcom Inc.

RSA Security LLC

Barracuda Networks, Inc.

Global Internet Security 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 Types and Solutions:

Network Security

Endpoint Security

Wireless Security

Cloud Security

Content Security

Others

By Technology:

Authentication Technology

Access Control Technology

Cryptography

Threat Intelligence and Response

Others

By Securities:

Managed Security

Unified Threat Management (UTM)

Firewall

Antivirus/Antimalware

Intrusion Prevention Systems (IPS)

Others

By Applications:

Government

BFSI

Manufacturing

Healthcare

IT & Telecom

Retail

Education

Others

By Functional Area:

Application Layer

Network Layer

Data Layer

Endpoint Layer

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.

Contents

CHAPTER 1. GLOBAL INTERNET SECURITY MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL INTERNET SECURITY MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Internet Security Market (2024–2035)
- 3.2. Drivers
 - 3.2.1. Escalation of Sophisticated Cyberattacks
 - 3.2.2. Regulatory Compliance Mandates (GDPR, HIPAA, etc.)
- 3.3. Restraints
 - 3.3.1. High Implementation and Maintenance Costs
 - 3.3.2. Integration Complexity with Legacy Systems
- 3.4. Opportunities
 - 3.4.1. AI-Powered Threat Intelligence and Automation
 - 3.4.2. Rising Adoption of Cloud-Native Security Platforms

CHAPTER 4. GLOBAL INTERNET SECURITY INDUSTRY ANALYSIS

- 4.1. Porter's Five Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's Five Forces Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL INTERNET SECURITY MARKET SIZE & FORECASTS BY TYPES AND SOLUTIONS, 2025–2035

- 5.1. Market Overview
- 5.2. Network Security
 - 5.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.2.2. Market Size Analysis, by Region, 2025–2035
- 5.3. Endpoint Security
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Wireless Security
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.4.2. Market Size Analysis, by Region, 2025–2035
- 5.5. Cloud Security
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.5.2. Market Size Analysis, by Region, 2025–2035
- 5.6. Content Security & Others

5.6.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

5.6.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL INTERNET SECURITY MARKET SIZE & FORECASTS BY TECHNOLOGY 2025–2035

6.1. Market Overview

6.2. Authentication Technology

6.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.2.2. Market Size Analysis, by Region, 2025–2035

6.3. Access Control Technology

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.3.2. Market Size Analysis, by Region, 2025–2035

6.4. Cryptography

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.4.2. Market Size Analysis, by Region, 2025–2035

6.5. Threat Intelligence & Response & Others

6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.5.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL INTERNET SECURITY MARKET SIZE & FORECASTS BY SECURITIES 2025–2035

7.1. Market Overview

7.2. Managed Security

7.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.2.2. Market Size Analysis, by Region, 2025–2035

7.3. Unified Threat Management (UTM)

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.3.2. Market Size Analysis, by Region, 2025–2035

7.4. Firewall

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.4.2. Market Size Analysis, by Region, 2025–2035

7.5. Antivirus/Antimalware

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.5.2. Market Size Analysis, by Region, 2025–2035

7.6. Intrusion Prevention Systems (IPS) & Others

7.6.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.6.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 8. GLOBAL INTERNET SECURITY MARKET SIZE & FORECASTS BY APPLICATIONS 2025–2035

8.1. Market Overview

8.2. Government

8.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.2.2. Market Size Analysis, by Region, 2025–2035

8.3. BFSI

8.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.3.2. Market Size Analysis, by Region, 2025–2035

8.4. Manufacturing

8.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.4.2. Market Size Analysis, by Region, 2025–2035

8.5. Healthcare

8.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.5.2. Market Size Analysis, by Region, 2025–2035

8.6. IT & Telecom

8.6.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.6.2. Market Size Analysis, by Region, 2025–2035

8.7. Retail

8.7.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.7.2. Market Size Analysis, by Region, 2025–2035

8.8. Education & Others

8.8.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

8.8.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 9. GLOBAL INTERNET SECURITY MARKET SIZE & FORECASTS BY FUNCTIONAL AREA 2025–2035

9.1. Application Layer

9.1.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

9.1.2. Market Size Analysis, by Region, 2025–2035

9.2. Network Layer

9.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

9.2.2. Market Size Analysis, by Region, 2025–2035

9.3. Data Layer

9.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

9.3.2. Market Size Analysis, by Region, 2025–2035

9.4. Endpoint Layer

9.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

9.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Top Market Strategies

10.2. Microsoft Corporation

10.2.1. Company Overview

10.2.2. Key Executives

10.2.3. Company Snapshot

10.2.4. Financial Performance (Subject to Data Availability)

10.2.5. Product/Services Portfolio

10.2.6. Recent Developments

10.2.7. Market Strategies

10.2.8. SWOT Analysis

10.3. Cisco Systems, Inc.

10.4. IBM Corporation

10.5. Palo Alto Networks, Inc.

10.6. Fortinet, Inc.

10.7. McAfee, LLC

10.8. Symantec Corporation

10.9. Trend Micro Incorporated

10.10. Sophos Group PLC

10.11. Check Point Software Technologies Ltd.

10.12. Oracle Corporation

10.13. Zscaler, Inc.

10.14. Broadcom Inc.

10.15. RSA Security LLC

10.16. Barracuda Networks, Inc.

List Of Tables

LIST OF TABLES

- Table 1. Global Internet Security Market, Report Scope
- Table 2. Global Internet Security Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Internet Security Market Estimates & Forecasts By Types & Solutions 2024–2035
- Table 4. Global Internet Security Market Estimates & Forecasts By Technology 2024–2035
- Table 5. Global Internet Security Market Estimates & Forecasts By Securities 2024–2035
- Table 6. Global Internet Security Market Estimates & Forecasts By Applications 2024–2035
- Table 7. Global Internet Security Market Estimates & Forecasts By Functional Area 2024–2035
- Table 8. U.S. Internet Security Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Internet Security Market Estimates & Forecasts, 2024–2035
- Table 10. UK Internet Security Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Internet Security Market Estimates & Forecasts, 2024–2035
- Table 12. France Internet Security Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Internet Security Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Internet Security Market Estimates & Forecasts, 2024–2035
- Table 15. Rest of Europe Internet Security Market Estimates & Forecasts, 2024–2035
- Table 16. China Internet Security Market Estimates & Forecasts, 2024–2035
- Table 17. India Internet Security Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Internet Security Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Internet Security Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Internet Security Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Fig 1. Global Internet Security Market, Research Methodology
- Fig 2. Global Internet Security Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Internet Security Market, Key Trends 2025
- Fig 5. Global Internet Security Market, Growth Prospects 2024–2035
- Fig 6. Global Internet Security Market, Porter's Five Forces Model
- Fig 7. Global Internet Security Market, PESTEL Analysis
- Fig 8. Global Internet Security Market, Value Chain Analysis
- Fig 9. Internet Security Market By Types & Solutions, 2025 & 2035
- Fig 10. Internet Security Market By Technology, 2025 & 2035
- Fig 11. Internet Security Market By Securities, 2025 & 2035
- Fig 12. Internet Security Market By Applications, 2025 & 2035
- Fig 13. Internet Security Market By Functional Area, 2025 & 2035
- Fig 14. North America Internet Security Market, 2025 & 2035
- Fig 15. Europe Internet Security Market, 2025 & 2035
- Fig 16. Asia Pacific Internet Security Market, 2025 & 2035
- Fig 17. Latin America Internet Security Market, 2025 & 2035
- Fig 18. Middle East & Africa Internet Security Market, 2025 & 2035
- Fig 19. Global Internet Security Market, Company Market Share Analysis (2025)

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