

# **Global IoT Security Market Size Study & Forecast, by Component, Security Type, End-use, and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global IoT Security Market is valued approximately at USD 35.5 billion in 2024 and is poised to soar at a CAGR of 26.8% over the forecast period 2025-2035. As enterprises continue to weave the Internet of Things into the fabric of their digital ecosystems, the urgency for robust and scalable cybersecurity frameworks has grown exponentially. IoT devices, while enhancing operational agility and real-time data capabilities, have significantly broadened the attack surface, making networks more vulnerable than ever. This vulnerability has pushed organizations to reevaluate legacy security postures and adopt advanced, intelligent, and adaptive IoT security infrastructures that can protect data, identity, devices, and systems in highly interconnected environments.

The surging integration of IoT across industries—ranging from healthcare and manufacturing to transportation and smart cities—has brought forth new challenges and equally promising opportunities. Cybercriminals have increasingly targeted unsecured IoT devices to launch DDoS attacks, compromise critical infrastructure, and exfiltrate sensitive data. This growing threat landscape is compelling stakeholders to invest in endpoint detection, real-time monitoring, network segmentation, and AI-powered anomaly detection. Moreover, stringent regulatory landscapes such as GDPR, HIPAA, and evolving national cyber-defense mandates are accelerating the development and deployment of tailored IoT security solutions and managed services.

From a geographical standpoint, North America commands a dominant position in the global IoT security market, driven by mature digital infrastructure, high adoption of smart technologies, and proactive regulatory frameworks. The U.S. continues to lead, owing to the presence of major IoT solution providers and robust investment in security R&D.

Europe remains a close contender, largely bolstered by data sovereignty laws and increasing enterprise-grade IoT deployments. Meanwhile, the Asia Pacific region is anticipated to witness the most aggressive growth, propelled by rapid urbanization, government-led smart initiatives, and rising awareness among enterprises in countries such as China, Japan, and India. Latin America and the Middle East & Africa are also showing steady momentum as they digitize public services and utilities.

Major market players included in this report are:

Cisco Systems, Inc.

IBM Corporation

Microsoft Corporation

Palo Alto Networks, Inc.

Fortinet, Inc.

Intel Corporation

Broadcom Inc.

Kaspersky Lab

Trend Micro Inc.

Infineon Technologies AG

McAfee Corp.

RSA Security LLC

NortonLifeLock Inc.

Thales Group

AT&T Inc.

## Global IoT 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 Component:

Solutions

Services

By Security Type:

Network Security

Cloud Security

By End-Use:

Smart Home

Smart Manufacturing

Smart Healthcare

Smart Transportation

Smart Retail

Others

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

Key Takeaways:

*Global IoT Security Market Size Study & Forecast, by Component, Security Type, End-use, and Regional Forecasts...*

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 IOT 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 Assumptions
  - 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 IOT SECURITY MARKET FORCES ANALYSIS**

- 3.1. Market Forces Shaping the Global IoT Security Market (2024–2035)
- 3.2. Drivers
  - 3.2.1. Rapid Proliferation of Connected Devices & 5G Rollout
  - 3.2.2. Escalating Regulatory Mandates & Data Privacy Norms
- 3.3. Restraints
  - 3.3.1. High Deployment Costs & Integration Complexity
  - 3.3.2. Shortage of Skilled Cybersecurity Talent
- 3.4. Opportunities
  - 3.4.1. AI-Powered Threat Detection & Automated Response
  - 3.4.2. Growth of Managed Security Services & Zero-Trust Architectures

## **CHAPTER 4. GLOBAL IOT SECURITY INDUSTRY ANALYSIS**

- 4.1. Porter's Five Forces Model
  - 4.1.1. Bargaining Power of Buyers
  - 4.1.2. Bargaining Power of Suppliers
  - 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. Economic
  - 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 Recommendations & Conclusion

## **CHAPTER 5. GLOBAL IOT SECURITY MARKET SIZE & FORECASTS BY COMPONENT (2025–2035)**

- 5.1. Market Overview
- 5.2. Solutions
  - 5.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 5.2.2. Market Size Analysis, by Region, 2025–2035
- 5.3. Services
  - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 5.3.2. Market Size Analysis, by Region, 2025–2035

## **CHAPTER 6. GLOBAL IOT SECURITY MARKET SIZE & FORECASTS BY SECURITY TYPE (2025–2035)**

- 6.1. Market Overview
- 6.2. Network Security
  - 6.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035



- 6.2.2. Market Size Analysis, by Region, 2025–2035
- 6.3. Cloud Security
  - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 6.3.2. Market Size Analysis, by Region, 2025–2035

## **CHAPTER 7. GLOBAL IOT SECURITY MARKET SIZE & FORECASTS BY END-USE (2025–2035)**

- 7.1. Market Overview
- 7.2. Smart Home
  - 7.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
  - 7.2.2. Market Size Analysis, by Region, 2025–2035
- 7.3. Smart Manufacturing
- 7.4. Smart Healthcare
- 7.5. Smart Transportation
- 7.6. Smart Retail
- 7.7. Others

## **CHAPTER 8. GLOBAL IOT SECURITY MARKET SIZE & FORECASTS BY REGION (2025–2035)**

- 8.1. Regional Market Snapshot
- 8.2. Top Leading & Emerging Countries
- 8.3. North America IoT Security Market
  - 8.3.1. U.S. IoT Security Market
    - 8.3.1.1. Component Breakdown Size & Forecasts, 2025–2035
    - 8.3.1.2. Security Type Breakdown Size & Forecasts, 2025–2035
  - 8.3.2. Canada IoT Security Market
- 8.4. Europe IoT Security Market
  - 8.4.1. UK IoT Security Market
  - 8.4.2. Germany IoT Security Market
  - 8.4.3. France IoT Security Market
  - 8.4.4. Spain IoT Security Market
  - 8.4.5. Italy IoT Security Market
  - 8.4.6. Rest of Europe IoT Security Market
- 8.5. Asia Pacific IoT Security Market
  - 8.5.1. China IoT Security Market
  - 8.5.2. India IoT Security Market
  - 8.5.3. Japan IoT Security Market

- 8.5.4. Australia IoT Security Market
- 8.5.5. South Korea IoT Security Market
- 8.5.6. Rest of Asia Pacific IoT Security Market
- 8.6. Latin America IoT Security Market
  - 8.6.1. Brazil IoT Security Market
  - 8.6.2. Mexico IoT Security Market
- 8.7. Middle East & Africa IoT Security Market
  - 8.7.1. UAE IoT Security Market
  - 8.7.2. Saudi Arabia IoT Security Market
  - 8.7.3. South Africa IoT Security Market
  - 8.7.4. Rest of Middle East & Africa IoT Security Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Cisco Systems, Inc.
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Financial Performance (Subject to Data Availability)
  - 9.2.5. Product/Services Portfolio
  - 9.2.6. Recent Developments
  - 9.2.7. Market Strategies
  - 9.2.8. SWOT Analysis
- 9.3. IBM Corporation
- 9.4. Microsoft Corporation
- 9.5. Palo Alto Networks, Inc.
- 9.6. Fortinet, Inc.
- 9.7. Intel Corporation
- 9.8. Broadcom Inc.
- 9.9. Kaspersky Lab
- 9.10. Trend Micro Inc.
- 9.11. Infineon Technologies AG
- 9.12. McAfee Corp.
- 9.13. RSA Security LLC
- 9.14. NortonLifeLock Inc.
- 9.15. Thales Group
- 9.16. AT&T Inc.

## List Of Tables

### LIST OF TABLES

- Table 1. Global IoT Security Market, Report Scope
- Table 2. Global IoT Security Market Estimates & Forecasts by Region, 2024–2035
- Table 3. Global IoT Security Market Estimates & Forecasts by Component, 2024–2035
- Table 4. Global IoT Security Market Estimates & Forecasts by Security Type, 2024–2035
- Table 5. Global IoT Security Market Estimates & Forecasts by End-Use, 2024–2035
- Table 6. U.S. IoT Security Market Estimates & Forecasts, 2024–2035
- Table 7. Canada IoT Security Market Estimates & Forecasts, 2024–2035
- Table 8. UK IoT Security Market Estimates & Forecasts, 2024–2035
- Table 9. Germany IoT Security Market Estimates & Forecasts, 2024–2035
- Table 10. France IoT Security Market Estimates & Forecasts, 2024–2035
- Table 11. Spain IoT Security Market Estimates & Forecasts, 2024–2035
- Table 12. Italy IoT Security Market Estimates & Forecasts, 2024–2035
- Table 13. Rest of Europe IoT Security Market Estimates & Forecasts, 2024–2035
- Table 14. China IoT Security Market Estimates & Forecasts, 2024–2035
- Table 15. India IoT Security Market Estimates & Forecasts, 2024–2035
- Table 16. Japan IoT Security Market Estimates & Forecasts, 2024–2035
- Table 17. Australia IoT Security Market Estimates & Forecasts, 2024–2035
- Table 18. South Korea IoT Security Market Estimates & Forecasts, 2024–2035
- Table 19. Brazil IoT Security Market Estimates & Forecasts, 2024–2035
- Table 20. Mexico IoT Security Market Estimates & Forecasts, 2024–2035
- Table 21. UAE IoT Security Market Estimates & Forecasts, 2024–2035
- Table 22. Saudi Arabia IoT Security Market Estimates & Forecasts, 2024–2035
- Table 23. South Africa IoT Security Market Estimates & Forecasts, 2024–2035

## List Of Figures

### LIST OF FIGURES

- Fig 1. Global IoT Security Market, Research Methodology
- Fig 2. Global IoT Security Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global IoT Security Market, Key Trends (2025)
- Fig 5. Global IoT Security Market, Growth Prospects (2024–2035)
- Fig 6. Global IoT Security Market, Porter's Five Forces Model
- Fig 7. Global IoT Security Market, PESTEL Analysis
- Fig 8. Global IoT Security Market, Value Chain Analysis
- Fig 9. IoT Security Market by Component, 2025 & 2035
- Fig 10. IoT Security Market by Security Type, 2025 & 2035
- Fig 11. IoT Security Market by End-Use, 2025 & 2035
- Fig 12. North America IoT Security Market, 2025 & 2035
- Fig 13. Europe IoT Security Market, 2025 & 2035
- Fig 14. Asia Pacific IoT Security Market, 2025 & 2035
- Fig 15. Latin America IoT Security Market, 2025 & 2035
- Fig 16. Middle East & Africa IoT Security Market, 2025 & 2035
- Fig 17. Global IoT Security Market, Company Market Share Analysis (2025)

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