

Global Mobile Application Security Market Size study, by Solution (Anti-Virus, Anti- Theft, Web security, Data Backup & Recovery), by Services (Managed, Professional, Consulting, Integration, Support & Maintenance), by Enterprise Size (Large Enterprises, SMEs) by Deployment Model (On-Premises, Cloud) by Industrial Vertical (BFSI, IT & Telecom, Retail & E-Commerce, Healthcare, Government & Defense, Education, Transportation, Manufacturing and Others) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GE3CD1781E07EN.html>

Date: June 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GE3CD1781E07EN

Abstracts

Global Mobile Application Security Market is valued at approximately USD 2021.21 million in 2023 and is anticipated to grow with a healthy growth rate of more than 24.20% over the forecast period 2024-2032. Mobile Application Security includes safeguarding them from threats like malware, data breaches, and phishing. Important actions consist of verifying user identity, encrypting data, writing secure code, and conducting routine security assessments (including static, dynamic, and penetration testing). Enhancing security is achieved through tools like mobile threat defense, app shielding, and runtime protection. Security practices involve secure data storage, implementing the least privilege principle, ensuring regular updates, and providing user education. Global Mobile Application Security Market focuses on providing solutions and services designed to protect mobile applications from security threats and vulnerabilities. Growing trends in the Global Mobile Application Security Market involve implementing zero trust security frameworks, incorporating artificial intelligence (AI) and machine learning (ML) for enhanced threat identification, and placing greater

importance on user privacy and adhering to regulation.

The Global Mobile Application Security Market is driven by increasing usage of smartphones and mobile apps for both personal and business purposes have significantly increased the need for robust solutions to protect sensitive data and transactions. The increase in complex cyberattacks on mobile apps highlights the need for enhanced security protocols to stop data leaks and harmful actions. Increase in the use of mobile payments and banking services leads to an increased need for safe mobile transactions. Innovative tools for detecting and reducing threats through AI, machine learning, and biometric authentication advancements are simplifying the implementation of security measures and enhancing market growth. The market faces restraint which hinders the market growth, The complexity of integrating security measures into existing mobile applications requires specialized skills and knowledge, making it a challenging and time- consuming process which hinders the market growth.

The key regions considered for the Global Mobile Application Security market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, US dominates the Global Mobile Application Security Market due to high adoption of online payment, mobile banking, and Fintech solutions. This brought focus on mobile app security to safeguard financial transactions, protect user mechanisms, encryption, and prevent fraud. Also, there is a high consumer awareness and concern regarding data privacy and security which led to prioritize mobile app security to maintain customer trust and competitive advantage. In the U.S. Market, there are strict regulatory and compliance pressures, which require stringent data protection measures as mandated by laws like HIPAA and CCPA. These rules compel businesses to implement thorough security measures to meet legal mandates and safeguard user information. Asia Pacific is the fastest growing region in the market. The region is experiencing expansion in digital transformation with businesses and government increasingly adopting digital technologies and mobile applications.

Major market player included in this report are:

Acunetix
Micro Focus
Broadcom, Inc.
Veracode
Aeries Technology
Onapsis

Cisco Systems Inc.
Data Theorem Inc.
Google LLC
F5, Inc

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

By Solution

Anti- Virus
Anti- Theft
Web Security
Data Backup & Recovery

By Services

Managed
Professional
Consulting
Integration
Support & Maintenance

By Enterprise Size

Large Enterprises
SMEs

By Deployment Model

On-premises
Cloud

By Industrial Vertical

BFSI
IT & Telecom
Retail & E- Commerce
HealthCare
Government & Defense
Education
Transportation
Manufacturing
Others

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

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.

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 MOBILE APPLICATION SECURITY MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
 - 1.3.3. Supply Side Analysis
 - 1.3.3.1. Availability
 - 1.3.3.2. Infrastructure
 - 1.3.3.3. Regulatory Environment
 - 1.3.3.4. Market Competition
 - 1.3.3.5. Economic Viability (Consumer's Perspective)
 - 1.3.4. Demand Side Analysis
 - 1.3.4.1. Regulatory frameworks
 - 1.3.4.2. Technological Advancements
 - 1.3.4.3. Environmental Considerations
 - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Global Mobile Application Security Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
 - 2.3.1. By Solution
 - 2.3.2. By Services
 - 2.3.3. By Enterprise Size
 - 2.3.4. By Deployment Model
 - 2.3.5. By Industrial Vertical
- 2.4. BY Deployment Model
- 2.5. Key Trends
- 2.6. Recession Impact
- 2.7. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL MOBILE APPLICATION SECURITY MARKET DYNAMICS

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

CHAPTER 4. GLOBAL MOBILE APPLICATION SECURITY MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY SOLUTION 2022-2032

- 5.1. Anti- Virus
- 5.2. Anti- Theft
- 5.3. Web Security
- 5.4. Data Backup & Recovery

CHAPTER 6. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY SERVICES 2022-2032

- 6.1. Managed
- 6.2. Professional
- 6.3. Consulting
- 6.4. Integration
- 6.5. Support & Maintenance

CHAPTER 7. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY ENTERPRISE SIZE 2022-2032

- 7.1. Large Enterprises
- 7.2. SMEs

CHAPTER 8. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY DEPLOYMENT MODEL SIZE 2022-2032

- 8.1. On-premises
- 8.2. Cloud

CHAPTER 9. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY INDUSTRIAL VERTICAL 2022-2032

- 9.1. BFSI
- 9.2. IT & Telecom
- 9.3. Retail & E- Commerce
- 9.4. HealthCare
- 9.5. Government & Defense
- 9.6. Education
- 9.7. Transportation
- 9.8. Manufacturing
- 9.9. Others

CHAPTER 10. GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE & FORECASTS BY REGION 2022-2032

- 10.1. North America Mobile Application Security Market
 - 10.1.1. U.S. Mobile Application Security market

- 10.1.1.1. Solution breakdown size & forecasts, 2022-2032
- 10.1.1.2. Services breakdown size & forecasts, 2022-2032
- 10.1.1.3. Enterprise Size breakdown size & forecasts, 2022-2032
- 10.1.1.4. Deployment Model breakdown size & forecasts, 2022-2032
- 10.1.1.5. Industrial Vertical breakdown size & forecasts, 2022-2032
- 10.1.2. Canada Mobile Application Security market
- 10.2. Europe Mobile Application Security market
 - 10.2.1. U.K. Mobile Application Security market
 - 10.2.2. Germany Mobile Application Security market
 - 10.2.3. France Mobile Application Security market
 - 10.2.4. Spain Mobile Application Security market
 - 10.2.5. Italy Mobile Application Security market
 - 10.2.6. Rest of Europe Mobile Application Security market
- 10.3. Asia-Pacific Mobile Application Security market
 - 10.3.1. China Mobile Application Security market
 - 10.3.2. India Mobile Application Security market
 - 10.3.3. Japan Mobile Application Security market
 - 10.3.4. Australia Mobile Application Security market
 - 10.3.5. South Korea Mobile Application Security market
 - 10.3.6. Rest of Asia Pacific Mobile Application Security market
- 10.4. Latin America Mobile Application Security market
 - 10.4.1. Brazil Mobile Application Security market
 - 10.4.2. Mexico Mobile Application Security market
 - 10.4.3. Rest of Latin America Mobile Application Security market
- 10.5. Middle East & Africa Mobile Application Security market
 - 10.5.1. Saudi Arabia Mobile Application Security market
 - 10.5.2. South Africa Mobile Application Security market
 - 10.5.3. Rest of Middle East & Africa Mobile Application Security market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Key Company SWOT Analysis
 - 11.1.1. Company
 - 11.1.2. Company
 - 11.1.3. Company
- 11.2. Top Market Strategies
- 11.3. Company Profiles
 - 11.3.1. Acunetix
 - 11.3.1.1. Key Information

- 11.3.1.2. Overview
- 11.3.1.3. Financial (Subject to Data Availability)
- 11.3.1.4. Product Summary
- 11.3.1.5. Market Strategies
- 11.3.2. Micro Focus
- 11.3.3. Broadcom, Inc
- 11.3.4. Veracode
- 11.3.5. Aeries Technology
- 11.3.6. Onapsis
- 11.3.7. Cisco Systems Inc.
- 11.3.8. Data Theorem Inc.
- 11.3.9. Google LLC
- 11.3.10. F5, Inc.

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis
 - 12.1.3. Market Estimation
 - 12.1.4. Validation
 - 12.1.5. Publishing
- 12.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Mobile Application Security market, report scope

TABLE 2. Global Mobile Application Security market estimates & forecasts by Region 2022-2032 (USD Million)

TABLE 3. Global Mobile Application Security market estimates & forecasts by Solution 2022-2032 (USD Million)

TABLE 4. Global Mobile Application Security market estimates & forecasts by Services 2022-2032 (USD Million)

TABLE 5. Global Mobile Application Security market estimates & forecasts by Enterprise Size 2022-2032 (USD Million)

TABLE 6. Global Mobile Application Security market estimates & forecasts by Deployment Model 2022-2032 (USD Million)

TABLE 7. Global Mobile Application Security market estimates & forecasts by Industrial Vertical 2022-2032 (USD Million)

TABLE 8. Global Mobile Application Security market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 9. Global Mobile Application Security market by region, estimates & forecasts, 2022-2032 (USD Million)

TABLE 10. Global Mobile Application Security market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 11. Global Mobile Application Security market by region, estimates & forecasts, 2022-2032 (USD Million)

TABLE 12. Global Mobile Application Security market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 13. Global Mobile Application Security market by region, estimates & forecasts, 2022-2032 (USD Million)

TABLE 14. Global Mobile Application Security market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 15. Global Mobile Application Security market by region, estimates & forecasts, 2022-2032 (USD Million)

TABLE 16. Global Mobile Application Security market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 17. Global Mobile Application Security market by region, estimates & forecasts, 2022-2032 (USD Million)

TABLE 18. U.S. Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 19. U.S. Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 20. U.S. Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 21. Canada Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 22. Canada Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 23. Canada Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 24. UK Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 25. UK Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 26. UK Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 27. Germany Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 28. Germany Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 29. Germany Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 30. France Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 31. France Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 32. France Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 33. Italy Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 34. Italy Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 35. Italy Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 36. Spain Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 37. Spain Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 38. Spain Mobile Application Security market estimates & forecasts by segment

2022-2032 (USD Million)

TABLE 39. RoE Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 40. RoE Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 41. RoE Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 42. China Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 43. China Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 44. China Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 45. India Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 46. India Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 47. India Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 48. Japan Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 49. Japan Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 50. Japan Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 51. Australia Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 52. Australia Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 53. Australia Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 54. South Korea Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 55. South Korea Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 56. South Korea Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 57.

TABLE 58. RoAPAC Mobile Application Security market estimates & forecasts,

2022-2032 (USD Million)

TABLE 59. RoAPAC Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 60. RoAPAC Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 61. Brazil Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 62. Brazil Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 63. Brazil Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 64. Mexico Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 65. Mexico Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 66. Mexico Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 67. RoLA Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 68. RoLA Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 69. RoLA Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 70. Saudi Arabia Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 71. Saudi Arabia Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 72. Saudi Arabia Mobile Application Security market estimates & forecasts, 2022-2032 (USD Million)

TABLE 73. South Africa Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 74.

TABLE 75. South Africa Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 76. South Africa Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 77. RoMEA Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 78. RoMEA Mobile Application Security market estimates & forecasts by

segment 2022-2032 (USD Million)

TABLE 79. RoMEA Mobile Application Security market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 80. List of secondary sources, used in the study of Global Mobile Application Security market.

TABLE 81. List of primary sources, used in the study of Global Mobile Application Security market.

TABLE 82. Years considered for the study.

TABLE 83. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Mobile Application Security market, research methodology
- FIG 2. Global Mobile Application Security market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Mobile Application Security market, key trends 2023
- FIG 5. Global Mobile Application Security market, growth prospects 2022-2032
- FIG 6. Global Mobile Application Security market, porters 5 force model
- FIG 7. Global Mobile Application Security market, pestel analysis
- FIG 8. Global Mobile Application Security market, value chain analysis
- FIG 9. Global Mobile Application Security market by segment, 2022 & 2032 (USD Million)
- FIG 10. Global Mobile Application Security market by segment, 2022 & 2032 (USD Million)
- FIG 11. Global Mobile Application Security market by segment, 2022 & 2032 (USD Million)
- FIG 12. Global Mobile Application Security market by segment, 2022 & 2032 (USD Million)
- FIG 13. Global Mobile Application Security market by segment, 2022 & 2032 (USD Million)
- FIG 14. Global Mobile Application Security market, regional snapshot 2022 & 2032
- FIG 15. North America Mobile Application Security market 2022 & 2032 (USD Million)
- FIG 16. Europe Mobile Application Security market 2022 & 2032 (USD Million)
- FIG 17. Asia pacific Mobile Application Security market 2022 & 2032 (USD Million)
- FIG 18. Latin America Mobile Application Security market 2022 & 2032 (USD Million)
- FIG 19. Middle East & Africa Mobile Application Security market 2022 & 2032 (USD Million)
- FIG 20. Global Mobile Application Security market, company market share analysis (2023)

I would like to order

Product name: Global Mobile Application Security Market Size study, by Solution (Anti-Virus, Anti- Theft, Web security, Data Backup & Recovery), by Services (Managed, Professional, Consulting, Integration, Support & Maintenance), by Enterprise Size (Large Enterprises, SMEs) by Deployment Model (On-Premises, Cloud) by Industrial Vertical (BFSI, IT & Telecom, Retail & E-Commerce, Healthcare, Government & Defense, Education, Transportation, Manufacturing and Others) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/GE3CD1781E07EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE3CD1781E07EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970