

# **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**

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## **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

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