

Global Mobile Threat Defense (MTD) Market Size Study, By Solution (Software, Services), By Operating System (Android, iOS, Windows, Others), By Deployment (Cloud, On-premise), By Enterprise Size (Small and Medium-sized Enterprises, Large Enterprises), By Vertical (BFSI, IT and Telecom, Retail, Healthcare, Education, Transportation and Logistics, Manufacturing, Government, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GB4DFD53FA70EN.html>

Date: October 2024

Pages: 285

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

ID: GB4DFD53FA70EN

Abstracts

Global Mobile Threat Defense (MTD) Market was valued at USD 2.82 billion in 2023 and is anticipated to grow at a robust CAGR of 25.2% over the forecast period 2024-2032. Mobile Threat Defense solutions are increasingly becoming essential for protecting mobile devices from sophisticated cyber threats. These solutions utilize advanced technologies like behavioral analysis, machine learning, and threat intelligence to detect and mitigate various risks, including malware, phishing attacks, and unauthorized access.

The rising usage of mobile devices, especially smartphones and tablets, for business and personal purposes, has exponentially increased the attack surface for cybercriminals. This surge in mobile device adoption, coupled with the rise of Bring Your Own Device (BYOD) policies in organizations, has created a critical need for effective mobile security solutions. As employees use personal devices for work-related activities, the security risks associated with unprotected or poorly protected devices have grown, thereby driving the demand for Mobile Threat Defense solutions. In addition, the evolving cyber threat landscape, characterized by the emergence of

advanced persistent threats (APTs), ransomware, and zero-day vulnerabilities targeting mobile platforms, has heightened the urgency for robust and comprehensive mobile security measures. MTD solutions are now expected to not only detect and block known threats but also predict and prevent potential future attacks using AI and machine learning.

North America held the major share of the market in 2023, driven by the widespread adoption of mobile devices, the prevalence of BYOD policies, and the need for enhanced data security in hybrid and work-from-home environments. The presence of key players such as IBM Corporation, Microsoft Corporation, and VMware Inc., offering advanced MTD solutions, further strengthens the region's market dominance. Meanwhile, the Asia Pacific region is poised to witness the fastest growth during the forecast period, driven by the rapid adoption of mobile technologies, the introduction of 5G, and government initiatives promoting digitization.

Major market players included in this report are:

Cisco Systems

SAP SE

Broadcom, Inc.

VMware

Citrix Systems

Kaspersky Labs

Ivanti

Micro Focus

ZOHO

SolarWinds

Zimperium

Matrix42

Sophos

Blackberry

Esper

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

By Solution:

Software

Services

By Operating System:

Android

iOS

Windows

Others

By Deployment:

Cloud

On-premise

By Enterprise Size:

Small and medium-sized enterprises

Large enterprises

By Vertical:

BFSI

IT and Telecom

Retail

Healthcare

Education

Transportation and Logistics

Manufacturing

Government

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

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.

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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