

Global Passive Authentication Market Size study, by Component (Solution, Services, Professional Services, Managed Services) by Deployment (Cloud, On-premises) by Organization Size (SMEs, Large Enterprises) by Function (Compliance Management, Marketing Management, Risk Management, Others) by Vertical (BFSI, Government, IT & Telecommunications, Retail and Consumer Goods, Healthcare, Media and Entertainment, Others) and Regional Forecasts 2022-2032

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Abstracts

Global Passive Authentication Market is valued approximately at USD 1.67 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 22.8% over the forecast period 2024-2032. Passive authentication is a security method that verifies a user's identity without active interaction or additional input. It relies on background data or behavior, such as analyzing login patterns, device fingerprints, or IP addresses. By continuously monitoring these passive indicators, systems can detect anomalies and authenticate users seamlessly. This approach enhances security while minimizing user inconvenience, as it reduces the need for frequent passwords or additional authentication steps, making it both user-friendly and effective in maintaining secure access.

The Global Passive Authentication Market is driven by increasing demand for enhanced security, growing need for frictionless user experience, stringent data privacy regulations, advancements in biometric technology, and growing awareness of security threats, are primarily driving the market growth. Moreover, the focus on user

convenience and the rise of cloud-based solutions are also driving the market forward. Users are increasingly demanding seamless and convenient login experiences. Passive authentication eliminates the need for remembering and entering complex passwords, improving user experience and satisfaction. Moreover, cloud-based passive authentication solutions are becoming more accessible due to their scalability, cost-effectiveness, and ease of deployment. This makes them accessible to a wider range of organizations. In addition, as cyber threats become more prevalent, organizations are becoming more aware of the need for stronger security measures. However, vulnerability to cyberattacks and high implementation costs is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the passive authentication market owing to high volume of cyberattacks targeting businesses and individuals. Passive authentication offers higher security compared to traditional methods such as passwords, reducing the risk of unauthorized access. Moreover, high-profile data breaches have heightened awareness of the importance of data security. Passive authentication can help prevent unauthorized access to sensitive information, mitigating the impact of breaches. Meanwhile, the Asia Pacific region is expected to witness significant growth due to the rising adoption of advanced security solutions and increasing investments in cybersecurity.

Major market player included in this report are:

Aware Inc

BehavioSec

Cisco Systems, Inc.

FICO Company

International Business Machines Corporation

Jumio

NEC Corporation of America

OneSpan

Source

Thales

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

By Component

- Solution
- Services

By Deployment

- Cloud

- On-premises

By Organization Size

- SMEs

- Large Enterprises

By Function

- Compliance Management

- Marketing Management

- Risk Management

- Others

By Vertical

- BFSI

- Government

- IT & Telecommunications

- Retail and Consumer Goods

- Healthcare

- Media and Entertainment

- 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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