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Global Threat-Hunting Market Size study, by Solution (Software, Services), by Enterprise Size (Small and Mid-Sized Enterprises, Large Enterprises), by Industry (BFSI, Telecom & IT, Healthcare, Manufacturing, Others) and Regional Forecasts 2022-2032

https://marketpublishers.com/r/G1C96F5CF0CDEN.html
Date: October 2024
Pages: 285
Price: US$ 3,218.00 (Single User License)
ID: G1C96F5CF0CDEN

Abstracts

Global Threat-Hunting Market is valued at approximately USD 2.44 billion in 2023 and is projected to grow at a remarkable CAGR of 18.61% over the forecast period 2024-2032. Threat hunting represents a proactive approach to cybersecurity, diverging from traditional defense mechanisms such as firewalls and intrusion detection systems (IDS). Instead of relying solely on these reactive tools, threat-hunting leverages advanced software solutions, including endpoint detection & response (EDR) and network threat analytics, to identify and mitigate sophisticated threats that can bypass conventional security measures.

The Global Threat-Hunting Market is driven by rising sophisticated cyber threats, the demand for robust threat-hunting solutions is surging. This growth is driven by a heightened focus on securing sensitive data and systems, particularly in industries such as BFSI, telecom & IT, healthcare, and manufacturing. These sectors are particularly vulnerable to cyber-attacks due to the sensitive nature of the data they handle. The proactive nature of threat hunting, which involves actively seeking out potential threats before they can cause harm, is becoming an essential component of comprehensive cybersecurity strategies. Moreover, as businesses become more aware of the limitations of traditional cybersecurity tools, they are increasingly turning to threat hunting as a means to enhance their defenses. This is especially important as cybercriminals employ more sophisticated tactics, making it critical for enterprises to adopt equally advanced solutions. The ability to detect and neutralize threats before they can exploit vulnerabilities is paramount, and threat hunting provides a powerful

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means to achieve this. However, high cost associated to threat-hunting solutions0020is going to impede the overall demand for the market during forecast period 2022-2032.

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 is expected to lead the global threat-hunting market, owing to its mature cybersecurity infrastructure and high adoption of advanced security technologies. Furthermore, the Asia Pacific region is projected to experience the fastest growth during the forecast period, driven by the increasing digitalization of businesses and the corresponding rise in cyber threats.

Major market players included in this report are:

Broadcom

IBM

Capgemini

Kaspersky Lab

Symantec

Carbon Black

Clear network

CyberDefenses

Cybereason

Delta Risk

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

By Solution:

Software

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Services

By Enterprise Size:

Small and Mid-Sized Enterprises (SMEs)

Large Enterprises

By Industry:

BFSI

Telecom & IT

Healthcare

Manufacturing

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

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- 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

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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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