

Phishing Protection Market Size, Share & Trends Analysis Report, By Offering (Solutions, Services); By Type (Email-Based, Non-Email-Based); By Deployment Model (On-Premise, Cloud-Based); By End Use (Healthcare, BFSI, IT & Telecommunication, Retail & E-commerce, Others); By Region, Segment Forecast, 2022–2032

<https://marketpublishers.com/r/P73061A4BC3AEN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: P73061A4BC3AEN

Abstracts

Global phishing protection market size was valued at approximately USD 2.3 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 13.5% from 2024 to 2032, reaching a market size of USD 7.19 billion by 2032. With the rising frequency and sophistication of phishing attacks, businesses and individuals alike are prioritizing robust cybersecurity solutions. The digital transformation and remote work expansion have exponentially increased attack surfaces, making phishing protection a crucial element in safeguarding sensitive data and infrastructure.

Phishing protection solutions leverage advanced technologies like artificial intelligence (AI), machine learning (ML), and behavioral analytics to detect and mitigate threats in real time. This evolution in technology aligns with the increasing need for preemptive security measures, regulatory compliance, and a growing awareness of cybersecurity. For instance, high-profile data breaches and compliance mandates such as GDPR, HIPAA, and CCPA have further driven organizations to integrate phishing protection into their cybersecurity strategies.

Companies are proactively innovating to cater to these demands. For example, Akamai Technologies recently introduced its 'Brand Protector' solution, which detects and disrupts phishing websites and counterfeit stores, empowering businesses to uphold

customer trust and protect brand value. Similarly, the integration of AI-driven solutions by companies like Guardz and Proofpoint Inc. reflects a paradigm shift towards intelligent and proactive security systems.

Despite its robust growth trajectory, cost constraints and the complexity of implementing comprehensive phishing protection solutions pose challenges. These factors particularly impact small and medium-sized enterprises (SMEs), which may struggle to allocate adequate resources for advanced cybersecurity measures. Nevertheless, the market offers significant opportunities with the increasing adoption of cloud-based solutions, which provide scalability and cost-efficiency.

Key regions contributing to market growth include North America, with its advanced regulatory framework and high cybersecurity awareness, and Asia-Pacific, where digitalization and e-commerce growth are driving demand for phishing protection solutions. The expansion of cloud computing and the proliferation of IoT devices are also fostering market growth across all regions.

Major Market Players Included in this Report Are:

Cisco Systems, Inc.

Proofpoint, Inc.

Microsoft

Barracuda Networks

Mimecast

Trend Micro, Inc.

Check Point Software Technologies

Fortinet, Inc.

IronScales

Sophos Ltd.

Trustwave Holdings, Inc.

Twilio Inc.

Cofense

Forcepoint

OpenText

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

By Offering:

Solutions

Services

By Type:

Email-Based Phishing Protection

Non-Email-Based Phishing Protection

By Deployment Model:

On-Premise

Cloud-Based

By End Use:

Healthcare

BFSI

IT & Telecommunication

Retail & E-Commerce

Transportation

Others

By Region:

North America

U.S.

Canada

Europe

France

Germany

U.K.

Italy

Netherlands

Spain

Russia

Asia Pacific

Japan

China

India

Malaysia

Indonesia

South Korea

Latin America

Brazil

Mexico

Argentina

Middle East & Africa

Saudi Arabia

UAE

Israel

South Africa

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years (2022–2032).

Annualized revenues and regional-level analysis for each market segment.

Comprehensive analysis of the geographical landscape with country-level insights.

Detailed examination of competitive strategies and key market players.

Strategic recommendations and future market approaches.

Contents

CHAPTER 1. GLOBAL PHISHING PROTECTION MARKET EXECUTIVE SUMMARY

- 1.1. Global Phishing Protection Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Offering
 - 1.3.2. By Type
 - 1.3.3. By Deployment Model
 - 1.3.4. By End Use
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendations & Conclusion

CHAPTER 2. GLOBAL PHISHING PROTECTION MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply-Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer Perspective)
 - 2.3.4. Demand-Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL PHISHING PROTECTION MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Rising Sophistication of Cyberattacks
- 3.1.2. Increased Regulatory Compliance Requirements
- 3.1.3. Growing Demand Due to Remote Work Expansion

3.2. Market Challenges

- 3.2.1. High Implementation Costs for SMEs
- 3.2.2. Complexities of Advanced Cybersecurity Tools

3.3. Market Opportunities

- 3.3.1. Adoption of AI and ML in Cybersecurity Solutions
- 3.3.2. Growth Potential in Emerging Economies

CHAPTER 4. GLOBAL PHISHING PROTECTION MARKET INDUSTRY ANALYSIS

4.1. Porter's Five Forces 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

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economic
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Investment Opportunities

4.4. Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendations & Conclusion

CHAPTER 5. GLOBAL PHISHING PROTECTION MARKET SIZE & FORECASTS BY OFFERING (2022–2032)

5.1. Segment Dashboard

5.2. Revenue Trend Analysis, 2022 & 2032 (USD Million)

5.2.1. Solutions

5.2.2. Services

CHAPTER 6. GLOBAL PHISHING PROTECTION MARKET SIZE & FORECASTS BY TYPE (2022–2032)

6.1. Segment Dashboard

6.2. Revenue Trend Analysis, 2022 & 2032 (USD Million)

6.2.1. Email-Based Phishing Protection

6.2.2. Non-Email-Based Phishing Protection

CHAPTER 7. GLOBAL PHISHING PROTECTION MARKET SIZE & FORECASTS BY DEPLOYMENT MODEL (2022–2032)

7.1. Segment Dashboard

7.2. Revenue Trend Analysis, 2022 & 2032 (USD Million)

7.2.1. On-Premise

7.2.2. Cloud-Based

CHAPTER 8. GLOBAL PHISHING PROTECTION MARKET SIZE & FORECASTS BY END USE (2022–2032)

8.1. Segment Dashboard

8.2. Revenue Trend Analysis, 2022 & 2032 (USD Million)

8.2.1. Healthcare

8.2.2. BFSI

8.2.3. IT and Telecommunication

8.2.4. Retail and E-commerce

8.2.5. Transportation

8.2.6. Others

CHAPTER 9. GLOBAL PHISHING PROTECTION MARKET SIZE & FORECASTS BY REGION (2022–2032)

9.1. North America

9.1.1. U.S.

9.1.2. Canada

9.2. Europe

9.2.1. France

9.2.2. Germany

- 9.2.3. U.K.
- 9.2.4. Italy
- 9.2.5. Netherlands
- 9.2.6. Spain
- 9.2.7. Russia
- 9.3. Asia Pacific
 - 9.3.1. Japan
 - 9.3.2. China
 - 9.3.3. India
 - 9.3.4. Malaysia
 - 9.3.5. Indonesia
 - 9.3.6. South Korea
- 9.4. Latin America
 - 9.4.1. Brazil
 - 9.4.2. Mexico
 - 9.4.3. Argentina
- 9.5. Middle East & Africa
 - 9.5.1. Saudi Arabia
 - 9.5.2. UAE
 - 9.5.3. Israel
 - 9.5.4. South Africa

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Cisco Systems, Inc.
 - 10.1.2. Proofpoint, Inc.
 - 10.1.3. Barracuda Networks
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Cisco Systems, Inc.
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies
 - 10.3.2. Proofpoint, Inc.
 - 10.3.3. Barracuda Networks
 - 10.3.4. Trend Micro, Inc.

- 10.3.5. Mimecast
- 10.3.6. Microsoft
- 10.3.7. Forcepoint
- 10.3.8. Sophos Ltd.
- 10.3.9. Check Point Software Technologies
- 10.3.10. Fortinet, Inc.
- 10.3.11. Trustwave Holdings, Inc.
- 10.3.12. Twilio Inc.
- 10.3.13. IronScales
- 10.3.14. OpenText
- 10.3.15. Cofense

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

12. LIST OF TABLES

- TABLE 1. Global Phishing Protection Market, Report Scope
- TABLE 2. Market Estimates & Forecasts by Offering, 2022–2032 (USD Million)
- TABLE 3. Market Estimates & Forecasts by Type, 2022–2032 (USD Million)
- TABLE 4. Market Estimates & Forecasts by Deployment Model, 2022–2032 (USD Million)
- TABLE 5. Market Estimates & Forecasts by End Use, 2022–2032 (USD Million)
- TABLE 6. Market Estimates & Forecasts by Region, 2022–2032 (USD Million)

This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.

12. LIST OF FIGURES

- FIG 1. Global Phishing Protection Market, Research Methodology
- FIG 2. Market Size Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods

- FIG 4. Global Market Key Trends, 2022
- FIG 5. Global Market Growth Prospects, 2022–2032

This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.

I would like to order

Product name: Phishing Protection Market Size, Share & Trends Analysis Report, By Offering (Solutions, Services); By Type (Email-Based, Non-Email-Based); By Deployment Model (On-Premise, Cloud-Based); By End Use (Healthcare, BFSI, IT & Telecommunication, Retail & E-commerce, Others); By Region, Segment Forecast, 2022–2032

Product link: <https://marketpublishers.com/r/P73061A4BC3AEN.html>

Price: US\$ 3,750.00 (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/P73061A4BC3AEN.html>