

Global AI-Powered Behavior Analytics Tools Market Research Report 2026(Status and Outlook)

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Abstracts

AI-powered behavior analytics tools are software solutions that utilize artificial intelligence and machine learning to monitor, analyze, and interpret patterns in user or system behavior. By processing large volumes of data, these tools can detect anomalies, predict future actions, and provide real-time insights across various domains such as cybersecurity, marketing, finance, and human resources. They help organizations identify threats, optimize operations, and enhance user experiences by recognizing unusual activities, forecasting trends, and presenting findings through intuitive dashboards.

The global AI-Powered Behavior Analytics Tools market size was estimated at USD 4135.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 22.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global AI-Powered Behavior Analytics Tools market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global AI-Powered Behavior Analytics Tools market. It offers detailed profiles of major players,

including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the AI-Powered Behavior Analytics Tools market.

Global AI-Powered Behavior Analytics Tools Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Splunk
Exabeam
Securonix
IBM Security QRadar
Microsoft Defender for Endpoint
Varonis
Darktrace
LogRhythm
Vectra AI
Fortinet (FortiSIEM)
ObserveIT
Cognito
CrowdStrike Falcon

Market Segmentation (by Type)

User Behavior Analytics (UBA) / User and Entity Behavior Analytics (UEBA)
Product and Customer Behavior Analytics
Network Behavior Analytics (NBA)
Employee Behavior Analytics
Financial Behavior Analytics
Marketing Behavior Analytics

Market Segmentation (by Application)

Large Enterprises
Small and Medium-sized Enterprises (SMEs)

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the AI-Powered Behavior Analytics Tools Market
Overview of the regional outlook of the AI-Powered Behavior Analytics Tools Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the AI-Powered Behavior Analytics Tools Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of AI-Powered Behavior Analytics Tools, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of AI-Powered Behavior Analytics Tools

1.2 Key Market Segments

1.2.1 AI-Powered Behavior Analytics Tools Segment by Type

1.2.2 AI-Powered Behavior Analytics Tools Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global AI-Powered Behavior Analytics Tools Product Life Cycle

3.3 Global AI-Powered Behavior Analytics Tools Revenue Market Share by Company (2020-2025)

3.4 AI-Powered Behavior Analytics Tools Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 AI-Powered Behavior Analytics Tools Market Competitive Situation and Trends

3.6.1 AI-Powered Behavior Analytics Tools Market Concentration Rate

3.6.2 Global 5 and 10 Largest AI-Powered Behavior Analytics Tools Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 AI-POWERED BEHAVIOR ANALYTICS TOOLS VALUE CHAIN ANALYSIS

- 4.1 AI-Powered Behavior Analytics Tools Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global AI-Powered Behavior Analytics Tools Market Porter's Five Forces Analysis

6 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global AI-Powered Behavior Analytics Tools Market by Type (2020-2025)
- 6.3 Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Type (2021-2025)

7 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global AI-Powered Behavior Analytics Tools Market Size (M USD) by Application (2020-2025)
- 7.3 Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Application (2021-2025)

8 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET SEGMENTATION BY REGION

8.1 Global AI-Powered Behavior Analytics Tools Market Size by Region

8.1.1 Global AI-Powered Behavior Analytics Tools Market Size by Region

8.1.2 Global AI-Powered Behavior Analytics Tools Market Size Market Share by Region

8.2 North America

8.2.1 North America AI-Powered Behavior Analytics Tools Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe AI-Powered Behavior Analytics Tools Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific AI-Powered Behavior Analytics Tools Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America AI-Powered Behavior Analytics Tools Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa AI-Powered Behavior Analytics Tools Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Splunk

- 9.1.1 Splunk Basic Information
- 9.1.2 Splunk AI-Powered Behavior Analytics Tools Product Overview
- 9.1.3 Splunk AI-Powered Behavior Analytics Tools Product Market Performance
- 9.1.4 Splunk SWOT Analysis
- 9.1.5 Splunk Business Overview
- 9.1.6 Splunk Recent Developments

9.2 Exabeam

- 9.2.1 Exabeam Basic Information
- 9.2.2 Exabeam AI-Powered Behavior Analytics Tools Product Overview
- 9.2.3 Exabeam AI-Powered Behavior Analytics Tools Product Market Performance
- 9.2.4 Exabeam SWOT Analysis
- 9.2.5 Exabeam Business Overview
- 9.2.6 Exabeam Recent Developments

9.3 Securonix

- 9.3.1 Securonix Basic Information
- 9.3.2 Securonix AI-Powered Behavior Analytics Tools Product Overview
- 9.3.3 Securonix AI-Powered Behavior Analytics Tools Product Market Performance
- 9.3.4 Securonix SWOT Analysis
- 9.3.5 Securonix Business Overview
- 9.3.6 Securonix Recent Developments

9.4 IBM Security QRadar

- 9.4.1 IBM Security QRadar Basic Information
- 9.4.2 IBM Security QRadar AI-Powered Behavior Analytics Tools Product Overview
- 9.4.3 IBM Security QRadar AI-Powered Behavior Analytics Tools Product Market Performance
- 9.4.4 IBM Security QRadar Business Overview
- 9.4.5 IBM Security QRadar Recent Developments

9.5 Microsoft Defender for Endpoint

- 9.5.1 Microsoft Defender for Endpoint Basic Information
- 9.5.2 Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Product Overview
- 9.5.3 Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Product Market Performance
- 9.5.4 Microsoft Defender for Endpoint Business Overview
- 9.5.5 Microsoft Defender for Endpoint Recent Developments

9.6 Varonis

9.6.1 Varonis Basic Information

9.6.2 Varonis AI-Powered Behavior Analytics Tools Product Overview

9.6.3 Varonis AI-Powered Behavior Analytics Tools Product Market Performance

9.6.4 Varonis Business Overview

9.6.5 Varonis Recent Developments

9.7 Darktrace

9.7.1 Darktrace Basic Information

9.7.2 Darktrace AI-Powered Behavior Analytics Tools Product Overview

9.7.3 Darktrace AI-Powered Behavior Analytics Tools Product Market Performance

9.7.4 Darktrace Business Overview

9.7.5 Darktrace Recent Developments

9.8 LogRhythm

9.8.1 LogRhythm Basic Information

9.8.2 LogRhythm AI-Powered Behavior Analytics Tools Product Overview

9.8.3 LogRhythm AI-Powered Behavior Analytics Tools Product Market Performance

9.8.4 LogRhythm Business Overview

9.8.5 LogRhythm Recent Developments

9.9 Vectra AI

9.9.1 Vectra AI Basic Information

9.9.2 Vectra AI AI-Powered Behavior Analytics Tools Product Overview

9.9.3 Vectra AI AI-Powered Behavior Analytics Tools Product Market Performance

9.9.4 Vectra AI Business Overview

9.9.5 Vectra AI Recent Developments

9.10 Fortinet (FortiSIEM)

9.10.1 Fortinet (FortiSIEM) Basic Information

9.10.2 Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Product Overview

9.10.3 Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Product Market

Performance

9.10.4 Fortinet (FortiSIEM) Business Overview

9.10.5 Fortinet (FortiSIEM) Recent Developments

9.11 ObservelT

9.11.1 ObservelT Basic Information

9.11.2 ObservelT AI-Powered Behavior Analytics Tools Product Overview

9.11.3 ObservelT AI-Powered Behavior Analytics Tools Product Market Performance

9.11.4 ObservelT Business Overview

9.11.5 ObservelT Recent Developments

9.12 Cognito

9.12.1 Cognito Basic Information

- 9.12.2 Cognito AI-Powered Behavior Analytics Tools Product Overview
- 9.12.3 Cognito AI-Powered Behavior Analytics Tools Product Market Performance
- 9.12.4 Cognito Business Overview
- 9.12.5 Cognito Recent Developments
- 9.13 CrowdStrike Falcon
 - 9.13.1 CrowdStrike Falcon Basic Information
 - 9.13.2 CrowdStrike Falcon AI-Powered Behavior Analytics Tools Product Overview
 - 9.13.3 CrowdStrike Falcon AI-Powered Behavior Analytics Tools Product Market Performance
 - 9.13.4 CrowdStrike Falcon Business Overview
 - 9.13.5 CrowdStrike Falcon Recent Developments

10 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET FORECAST BY REGION

- 10.1 Global AI-Powered Behavior Analytics Tools Market Size Forecast
- 10.2 Global AI-Powered Behavior Analytics Tools Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe AI-Powered Behavior Analytics Tools Market Size Forecast by Country
 - 10.2.3 Asia Pacific AI-Powered Behavior Analytics Tools Market Size Forecast by Region
 - 10.2.4 South America AI-Powered Behavior Analytics Tools Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of AI-Powered Behavior Analytics Tools by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 11.1 Global AI-Powered Behavior Analytics Tools Market Forecast by Type (2026-2035)
 - 11.1.1 Global AI-Powered Behavior Analytics Tools Market Size Forecast by Type (2026-2035)
- 11.2 Global AI-Powered Behavior Analytics Tools Market Forecast by Application (2026-2035)
 - 11.2.1 Global AI-Powered Behavior Analytics Tools Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global AI-Powered Behavior Analytics Tools Market Size by Type (M USD)
- Table 4. Global AI-Powered Behavior Analytics Tools Market Size by Application
- Table 5. AI-Powered Behavior Analytics Tools Market Size Comparison by Region (M USD)
- Table 6. Global AI-Powered Behavior Analytics Tools Revenue (M USD) by Company (2020-2025)
- Table 7. Global AI-Powered Behavior Analytics Tools Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in AI-Powered Behavior Analytics Tools as of 2025)
- Table 9. Headquarters, Areas Served, and Product Types of Major Players
- Table 10. Product Type of Major Players
- Table 11. Global AI-Powered Behavior Analytics Tools Company Market Concentration Ratio (CR5 and HHI)
- Table 12. Mergers & Acquisitions, Expansion Plans
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. AI-Powered Behavior Analytics Tools Market Challenges
- Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 21. Global AI-Powered Behavior Analytics Tools Market Size by Type (M USD)
- Table 22. Global AI-Powered Behavior Analytics Tools Market Size (M USD) by Type (2020-2025)
- Table 23. Global AI-Powered Behavior Analytics Tools Market Share by Type (2020-2025)
- Table 24. Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Type (2021-2025)
- Table 25. Global AI-Powered Behavior Analytics Tools Market Size by Application
- Table 26. Global AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025) & (M USD)

Table 27. Global AI-Powered Behavior Analytics Tools Market Share by Application (2020-2025)

Table 28. Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Application (2021-2025)

Table 29. Global AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & (M USD)

Table 30. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)

Table 31. North America AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025) & (M USD)

Table 32. Europe AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & (M USD)

Table 34. South America AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & (M USD)

Table 36. Splunk Basic Information

Table 37. Splunk AI-Powered Behavior Analytics Tools Product Overview

Table 38. Splunk AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Splunk SWOT Analysis

Table 40. Splunk Business Overview

Table 41. Splunk Recent Developments

Table 42. Exabeam Basic Information

Table 43. Exabeam AI-Powered Behavior Analytics Tools Product Overview

Table 44. Exabeam AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Exabeam SWOT Analysis

Table 46. Exabeam Business Overview

Table 47. Exabeam Recent Developments

Table 48. Securonix Basic Information

Table 49. Securonix AI-Powered Behavior Analytics Tools Product Overview

Table 50. Securonix AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Securonix SWOT Analysis

Table 52. Securonix Business Overview

Table 53. Securonix Recent Developments

- Table 54. IBM Security QRadar Basic Information
- Table 55. IBM Security QRadar AI-Powered Behavior Analytics Tools Product Overview
- Table 56. IBM Security QRadar AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 57. IBM Security QRadar Business Overview
- Table 58. IBM Security QRadar Recent Developments
- Table 59. Microsoft Defender for Endpoint Basic Information
- Table 60. Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Product Overview
- Table 61. Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 62. Microsoft Defender for Endpoint Business Overview
- Table 63. Microsoft Defender for Endpoint Recent Developments
- Table 64. Varonis Basic Information
- Table 65. Varonis AI-Powered Behavior Analytics Tools Product Overview
- Table 66. Varonis AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 67. Varonis Business Overview
- Table 68. Varonis Recent Developments
- Table 69. Darktrace Basic Information
- Table 70. Darktrace AI-Powered Behavior Analytics Tools Product Overview
- Table 71. Darktrace AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. Darktrace Business Overview
- Table 73. Darktrace Recent Developments
- Table 74. LogRhythm Basic Information
- Table 75. LogRhythm AI-Powered Behavior Analytics Tools Product Overview
- Table 76. LogRhythm AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. LogRhythm Business Overview
- Table 78. LogRhythm Recent Developments
- Table 79. Vectra AI Basic Information
- Table 80. Vectra AI AI-Powered Behavior Analytics Tools Product Overview
- Table 81. Vectra AI AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. Vectra AI Business Overview
- Table 83. Vectra AI Recent Developments
- Table 84. Fortinet (FortiSIEM) Basic Information
- Table 85. Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Product Overview

- Table 86. Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 87. Fortinet (FortiSIEM) Business Overview
- Table 88. Fortinet (FortiSIEM) Recent Developments
- Table 89. ObserveIT Basic Information
- Table 90. ObserveIT AI-Powered Behavior Analytics Tools Product Overview
- Table 91. ObserveIT AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. ObserveIT Business Overview
- Table 93. ObserveIT Recent Developments
- Table 94. Cognito Basic Information
- Table 95. Cognito AI-Powered Behavior Analytics Tools Product Overview
- Table 96. Cognito AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. Cognito Business Overview
- Table 98. Cognito Recent Developments
- Table 99. CrowdStrike Falcon Basic Information
- Table 100. CrowdStrike Falcon AI-Powered Behavior Analytics Tools Product Overview
- Table 101. CrowdStrike Falcon AI-Powered Behavior Analytics Tools Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. CrowdStrike Falcon Business Overview
- Table 103. CrowdStrike Falcon Recent Developments
- Table 104. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Region (2026-2035) & (M USD)
- Table 105. North America AI-Powered Behavior Analytics Tools Market Size Forecast by Country (2026-2035) & (M USD)
- Table 106. Europe AI-Powered Behavior Analytics Tools Market Size Forecast by Country (2026-2035) & (M USD)
- Table 107. Asia Pacific AI-Powered Behavior Analytics Tools Market Size Forecast by Region (2026-2035) & (M USD)
- Table 108. South America AI-Powered Behavior Analytics Tools Market Size Forecast by Country (2026-2035) & (M USD)
- Table 109. Middle East and Africa AI-Powered Behavior Analytics Tools Market Size Forecast by Country (2026-2035) & (M USD)
- Table 110. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Type (2026-2035) & (M USD)
- Table 111. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of AI-Powered Behavior Analytics Tools
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global AI-Powered Behavior Analytics Tools Market Size (M USD), 2025-2035
- Figure 5. Global AI-Powered Behavior Analytics Tools Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. AI-Powered Behavior Analytics Tools Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global AI-Powered Behavior Analytics Tools Product Life Cycle
- Figure 12. Global AI-Powered Behavior Analytics Tools Revenue Share by Company in 2025
- Figure 13. AI-Powered Behavior Analytics Tools Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by AI-Powered Behavior Analytics Tools Revenue in 2025
- Figure 15. Value Chain Map of AI-Powered Behavior Analytics Tools
- Figure 16. Global AI-Powered Behavior Analytics Tools Market PEST Analysis
- Figure 17. Global AI-Powered Behavior Analytics Tools Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global AI-Powered Behavior Analytics Tools Market Share by Type
- Figure 20. Market Share of AI-Powered Behavior Analytics Tools by Type (2020-2025)
- Figure 21. Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global AI-Powered Behavior Analytics Tools Market Share by Application
- Figure 24. Global AI-Powered Behavior Analytics Tools Market Share by Application (2020-2025)
- Figure 25. Global AI-Powered Behavior Analytics Tools Market Share by Application in 2024
- Figure 26. Global AI-Powered Behavior Analytics Tools Market Size Growth Rate by Application (2021-2025)

Figure 27. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)

Figure 28. North America AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America AI-Powered Behavior Analytics Tools Market Size Market Share by Country in 2024

Figure 30. U.S. AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada AI-Powered Behavior Analytics Tools Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico AI-Powered Behavior Analytics Tools Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe AI-Powered Behavior Analytics Tools Market Share by Country in 2024

Figure 35. Germany AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific AI-Powered Behavior Analytics Tools Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific AI-Powered Behavior Analytics Tools Market Size Market Share by Region in 2024

Figure 42. China AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia AI-Powered Behavior Analytics Tools Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 47. South America AI-Powered Behavior Analytics Tools Market Size and Growth Rate (M USD)

Figure 48. South America AI-Powered Behavior Analytics Tools Market Size Market Share by Country in 2024

Figure 49. Brazil AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa AI-Powered Behavior Analytics Tools Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa AI-Powered Behavior Analytics Tools Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa AI-Powered Behavior Analytics Tools Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global AI-Powered Behavior Analytics Tools Market Share Forecast by Type (2026-2035)

Figure 61. Global AI-Powered Behavior Analytics Tools Market Share Forecast by Application (2026-2035)

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