

# Global Anti-virus (AV) Software Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview:

Anti-virus (AV) Software is a cybersecurity tool designed to detect, prevent, and remove malicious software, such as viruses, malware, and spyware, from computer systems. It scans files, emails, websites, and other digital content for potential threats, providing real-time protection and helping users maintain the security of their devices and data.

The Global Anti-virus (AV) Software Market Size was estimated at USD 3600.03 million in 2023 and is projected to reach USD 3798.86 million by 2029, exhibiting a CAGR of 0.90% during the forecast period.

This report provides a deep insight into the global Anti-virus (AV) Software market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Anti-virus (AV) Software Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Anti-virus (AV) Software market in any manner.

## Global Anti-virus (AV) Software Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Symantec

McAfee

Trend Micro

Avast Software

ESET

Bitdefender

Fortinet

F-Secure

G DATA Software

Avira

Qihoo 360

Kaspersky

Tencent

Quick Heal

Comodo

Microsoft

Rising

Cheetah Mobile

AhnLab

Market Segmentation (by Type)

PC

Phone

Others

Market Segmentation (by Application)

Individual Users

Enterprise Users

Government Users

Others

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 Anti-virus (AV) Software Market

Overview of the regional outlook of the Anti-virus (AV) Software Market:

#### 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 (USD Billion) 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

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

## 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 Anti-virus (AV) Software 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Anti-virus (AV) Software
- 1.2 Key Market Segments
  - 1.2.1 Anti-virus (AV) Software Segment by Type
  - 1.2.2 Anti-virus (AV) Software 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 ANTI-VIRUS (AV) SOFTWARE MARKET OVERVIEW**

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 ANTI-VIRUS (AV) SOFTWARE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Anti-virus (AV) Software Revenue Market Share by Company (2019-2024)
- 3.2 Anti-virus (AV) Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Anti-virus (AV) Software Market Size Sites, Area Served, Product Type
- 3.4 Anti-virus (AV) Software Market Competitive Situation and Trends
  - 3.4.1 Anti-virus (AV) Software Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Anti-virus (AV) Software Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

### **4 ANTI-VIRUS (AV) SOFTWARE VALUE CHAIN ANALYSIS**

- 4.1 Anti-virus (AV) Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF ANTI-VIRUS (AV) SOFTWARE**



## **MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 ANTI-VIRUS (AV) SOFTWARE MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Anti-virus (AV) Software Market Size Market Share by Type (2019-2024)
- 6.3 Global Anti-virus (AV) Software Market Size Growth Rate by Type (2019-2024)

## **7 ANTI-VIRUS (AV) SOFTWARE MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Anti-virus (AV) Software Market Size (M USD) by Application (2019-2024)
- 7.3 Global Anti-virus (AV) Software Market Size Growth Rate by Application (2019-2024)

## **8 ANTI-VIRUS (AV) SOFTWARE MARKET SEGMENTATION BY REGION**

- 8.1 Global Anti-virus (AV) Software Market Size by Region
  - 8.1.1 Global Anti-virus (AV) Software Market Size by Region
  - 8.1.2 Global Anti-virus (AV) Software Market Size Market Share by Region
- 8.2 North America
  - 8.2.1 North America Anti-virus (AV) Software Market Size by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada
  - 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Anti-virus (AV) Software Market Size by Country
  - 8.3.2 Germany
  - 8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Anti-virus (AV) Software 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 Anti-virus (AV) Software 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 Anti-virus (AV) Software 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 Symantec

9.1.1 Symantec Anti-virus (AV) Software Basic Information

9.1.2 Symantec Anti-virus (AV) Software Product Overview

9.1.3 Symantec Anti-virus (AV) Software Product Market Performance

9.1.4 Symantec Anti-virus (AV) Software SWOT Analysis

9.1.5 Symantec Business Overview

9.1.6 Symantec Recent Developments

9.2 McAfee

9.2.1 McAfee Anti-virus (AV) Software Basic Information

9.2.2 McAfee Anti-virus (AV) Software Product Overview

9.2.3 McAfee Anti-virus (AV) Software Product Market Performance

9.2.4 Symantec Anti-virus (AV) Software SWOT Analysis

9.2.5 McAfee Business Overview

9.2.6 McAfee Recent Developments

### 9.3 Trend Micro

- 9.3.1 Trend Micro Anti-virus (AV) Software Basic Information
- 9.3.2 Trend Micro Anti-virus (AV) Software Product Overview
- 9.3.3 Trend Micro Anti-virus (AV) Software Product Market Performance
- 9.3.4 Symantec Anti-virus (AV) Software SWOT Analysis
- 9.3.5 Trend Micro Business Overview
- 9.3.6 Trend Micro Recent Developments

### 9.4 Avast Software

- 9.4.1 Avast Software Anti-virus (AV) Software Basic Information
- 9.4.2 Avast Software Anti-virus (AV) Software Product Overview
- 9.4.3 Avast Software Anti-virus (AV) Software Product Market Performance
- 9.4.4 Avast Software Business Overview
- 9.4.5 Avast Software Recent Developments

### 9.5 ESET

- 9.5.1 ESET Anti-virus (AV) Software Basic Information
- 9.5.2 ESET Anti-virus (AV) Software Product Overview
- 9.5.3 ESET Anti-virus (AV) Software Product Market Performance
- 9.5.4 ESET Business Overview
- 9.5.5 ESET Recent Developments

### 9.6 Bitdefender

- 9.6.1 Bitdefender Anti-virus (AV) Software Basic Information
- 9.6.2 Bitdefender Anti-virus (AV) Software Product Overview
- 9.6.3 Bitdefender Anti-virus (AV) Software Product Market Performance
- 9.6.4 Bitdefender Business Overview
- 9.6.5 Bitdefender Recent Developments

### 9.7 Fortinet

- 9.7.1 Fortinet Anti-virus (AV) Software Basic Information
- 9.7.2 Fortinet Anti-virus (AV) Software Product Overview
- 9.7.3 Fortinet Anti-virus (AV) Software Product Market Performance
- 9.7.4 Fortinet Business Overview
- 9.7.5 Fortinet Recent Developments

### 9.8 F-Secure

- 9.8.1 F-Secure Anti-virus (AV) Software Basic Information
- 9.8.2 F-Secure Anti-virus (AV) Software Product Overview
- 9.8.3 F-Secure Anti-virus (AV) Software Product Market Performance
- 9.8.4 F-Secure Business Overview
- 9.8.5 F-Secure Recent Developments

### 9.9 G DATA Software

- 9.9.1 G DATA Software Anti-virus (AV) Software Basic Information

- 9.9.2 G DATA Software Anti-virus (AV) Software Product Overview
- 9.9.3 G DATA Software Anti-virus (AV) Software Product Market Performance
- 9.9.4 G DATA Software Business Overview
- 9.9.5 G DATA Software Recent Developments
- 9.10 Avira
  - 9.10.1 Avira Anti-virus (AV) Software Basic Information
  - 9.10.2 Avira Anti-virus (AV) Software Product Overview
  - 9.10.3 Avira Anti-virus (AV) Software Product Market Performance
  - 9.10.4 Avira Business Overview
  - 9.10.5 Avira Recent Developments
- 9.11 Qihoo
  - 9.11.1 Qihoo 360 Anti-virus (AV) Software Basic Information
  - 9.11.2 Qihoo 360 Anti-virus (AV) Software Product Overview
  - 9.11.3 Qihoo 360 Anti-virus (AV) Software Product Market Performance
  - 9.11.4 Qihoo 360 Business Overview
  - 9.11.5 Qihoo 360 Recent Developments
- 9.12 Kaspersky
  - 9.12.1 Kaspersky Anti-virus (AV) Software Basic Information
  - 9.12.2 Kaspersky Anti-virus (AV) Software Product Overview
  - 9.12.3 Kaspersky Anti-virus (AV) Software Product Market Performance
  - 9.12.4 Kaspersky Business Overview
  - 9.12.5 Kaspersky Recent Developments
- 9.13 Tencent
  - 9.13.1 Tencent Anti-virus (AV) Software Basic Information
  - 9.13.2 Tencent Anti-virus (AV) Software Product Overview
  - 9.13.3 Tencent Anti-virus (AV) Software Product Market Performance
  - 9.13.4 Tencent Business Overview
  - 9.13.5 Tencent Recent Developments
- 9.14 Quick Heal
  - 9.14.1 Quick Heal Anti-virus (AV) Software Basic Information
  - 9.14.2 Quick Heal Anti-virus (AV) Software Product Overview
  - 9.14.3 Quick Heal Anti-virus (AV) Software Product Market Performance
  - 9.14.4 Quick Heal Business Overview
  - 9.14.5 Quick Heal Recent Developments
- 9.15 Comodo
  - 9.15.1 Comodo Anti-virus (AV) Software Basic Information
  - 9.15.2 Comodo Anti-virus (AV) Software Product Overview
  - 9.15.3 Comodo Anti-virus (AV) Software Product Market Performance
  - 9.15.4 Comodo Business Overview

#### 9.15.5 Comodo Recent Developments

### 9.16 Microsoft

#### 9.16.1 Microsoft Anti-virus (AV) Software Basic Information

#### 9.16.2 Microsoft Anti-virus (AV) Software Product Overview

#### 9.16.3 Microsoft Anti-virus (AV) Software Product Market Performance

#### 9.16.4 Microsoft Business Overview

#### 9.16.5 Microsoft Recent Developments

### 9.17 Rising

#### 9.17.1 Rising Anti-virus (AV) Software Basic Information

#### 9.17.2 Rising Anti-virus (AV) Software Product Overview

#### 9.17.3 Rising Anti-virus (AV) Software Product Market Performance

#### 9.17.4 Rising Business Overview

#### 9.17.5 Rising Recent Developments

### 9.18 Cheetah Mobile

#### 9.18.1 Cheetah Mobile Anti-virus (AV) Software Basic Information

#### 9.18.2 Cheetah Mobile Anti-virus (AV) Software Product Overview

#### 9.18.3 Cheetah Mobile Anti-virus (AV) Software Product Market Performance

#### 9.18.4 Cheetah Mobile Business Overview

#### 9.18.5 Cheetah Mobile Recent Developments

### 9.19 AhnLab

#### 9.19.1 AhnLab Anti-virus (AV) Software Basic Information

#### 9.19.2 AhnLab Anti-virus (AV) Software Product Overview

#### 9.19.3 AhnLab Anti-virus (AV) Software Product Market Performance

#### 9.19.4 AhnLab Business Overview

#### 9.19.5 AhnLab Recent Developments

## **10 ANTI-VIRUS (AV) SOFTWARE REGIONAL MARKET FORECAST**

### 10.1 Global Anti-virus (AV) Software Market Size Forecast

### 10.2 Global Anti-virus (AV) Software Market Forecast by Region

#### 10.2.1 North America Market Size Forecast by Country

#### 10.2.2 Europe Anti-virus (AV) Software Market Size Forecast by Country

#### 10.2.3 Asia Pacific Anti-virus (AV) Software Market Size Forecast by Region

#### 10.2.4 South America Anti-virus (AV) Software Market Size Forecast by Country

#### 10.2.5 Middle East and Africa Forecasted Consumption of Anti-virus (AV) Software by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Anti-virus (AV) Software Market Forecast by Type (2025-2030)

11.2 Global Anti-virus (AV) Software Market Forecast by Application (2025-2030)

## **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. Market Size (M USD) Segment Executive Summary

Table 4. Anti-virus (AV) Software Market Size Comparison by Region (M USD)

Table 5. Global Anti-virus (AV) Software Revenue (M USD) by Company (2019-2024)

Table 6. Global Anti-virus (AV) Software Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Anti-virus (AV) Software as of 2022)

Table 8. Company Anti-virus (AV) Software Market Size Sites and Area Served

Table 9. Company Anti-virus (AV) Software Product Type

Table 10. Global Anti-virus (AV) Software Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Anti-virus (AV) Software

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Anti-virus (AV) Software Market Challenges

Table 18. Global Anti-virus (AV) Software Market Size by Type (M USD)

Table 19. Global Anti-virus (AV) Software Market Size (M USD) by Type (2019-2024)

Table 20. Global Anti-virus (AV) Software Market Size Share by Type (2019-2024)

Table 21. Global Anti-virus (AV) Software Market Size Growth Rate by Type (2019-2024)

Table 22. Global Anti-virus (AV) Software Market Size by Application

Table 23. Global Anti-virus (AV) Software Market Size by Application (2019-2024) & (M USD)

Table 24. Global Anti-virus (AV) Software Market Share by Application (2019-2024)

Table 25. Global Anti-virus (AV) Software Market Size Growth Rate by Application (2019-2024)

Table 26. Global Anti-virus (AV) Software Market Size by Region (2019-2024) & (M USD)

Table 27. Global Anti-virus (AV) Software Market Size Market Share by Region (2019-2024)

Table 28. North America Anti-virus (AV) Software Market Size by Country (2019-2024)



& (M USD)

Table 29. Europe Anti-virus (AV) Software Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Anti-virus (AV) Software Market Size by Region (2019-2024) & (M USD)

Table 31. South America Anti-virus (AV) Software Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Anti-virus (AV) Software Market Size by Region (2019-2024) & (M USD)

Table 33. Symantec Anti-virus (AV) Software Basic Information

Table 34. Symantec Anti-virus (AV) Software Product Overview

Table 35. Symantec Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Symantec Anti-virus (AV) Software SWOT Analysis

Table 37. Symantec Business Overview

Table 38. Symantec Recent Developments

Table 39. McAfee Anti-virus (AV) Software Basic Information

Table 40. McAfee Anti-virus (AV) Software Product Overview

Table 41. McAfee Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Symantec Anti-virus (AV) Software SWOT Analysis

Table 43. McAfee Business Overview

Table 44. McAfee Recent Developments

Table 45. Trend Micro Anti-virus (AV) Software Basic Information

Table 46. Trend Micro Anti-virus (AV) Software Product Overview

Table 47. Trend Micro Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Symantec Anti-virus (AV) Software SWOT Analysis

Table 49. Trend Micro Business Overview

Table 50. Trend Micro Recent Developments

Table 51. Avast Software Anti-virus (AV) Software Basic Information

Table 52. Avast Software Anti-virus (AV) Software Product Overview

Table 53. Avast Software Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Avast Software Business Overview

Table 55. Avast Software Recent Developments

Table 56. ESET Anti-virus (AV) Software Basic Information

Table 57. ESET Anti-virus (AV) Software Product Overview

Table 58. ESET Anti-virus (AV) Software Revenue (M USD) and Gross Margin



(2019-2024)

Table 59. ESET Business Overview

Table 60. ESET Recent Developments

Table 61. Bitdefender Anti-virus (AV) Software Basic Information

Table 62. Bitdefender Anti-virus (AV) Software Product Overview

Table 63. Bitdefender Anti-virus (AV) Software Revenue (M USD) and Gross Margin  
(2019-2024)

Table 64. Bitdefender Business Overview

Table 65. Bitdefender Recent Developments

Table 66. Fortinet Anti-virus (AV) Software Basic Information

Table 67. Fortinet Anti-virus (AV) Software Product Overview

Table 68. Fortinet Anti-virus (AV) Software Revenue (M USD) and Gross Margin  
(2019-2024)

Table 69. Fortinet Business Overview

Table 70. Fortinet Recent Developments

Table 71. F-Secure Anti-virus (AV) Software Basic Information

Table 72. F-Secure Anti-virus (AV) Software Product Overview

Table 73. F-Secure Anti-virus (AV) Software Revenue (M USD) and Gross Margin  
(2019-2024)

Table 74. F-Secure Business Overview

Table 75. F-Secure Recent Developments

Table 76. G DATA Software Anti-virus (AV) Software Basic Information

Table 77. G DATA Software Anti-virus (AV) Software Product Overview

Table 78. G DATA Software Anti-virus (AV) Software Revenue (M USD) and Gross  
Margin (2019-2024)

Table 79. G DATA Software Business Overview

Table 80. G DATA Software Recent Developments

Table 81. Avira Anti-virus (AV) Software Basic Information

Table 82. Avira Anti-virus (AV) Software Product Overview

Table 83. Avira Anti-virus (AV) Software Revenue (M USD) and Gross Margin  
(2019-2024)

Table 84. Avira Business Overview

Table 85. Avira Recent Developments

Table 86. Qihoo 360 Anti-virus (AV) Software Basic Information

Table 87. Qihoo 360 Anti-virus (AV) Software Product Overview

Table 88. Qihoo 360 Anti-virus (AV) Software Revenue (M USD) and Gross Margin  
(2019-2024)

Table 89. Qihoo 360 Business Overview

Table 90. Qihoo 360 Recent Developments

- Table 91. Kaspersky Anti-virus (AV) Software Basic Information
- Table 92. Kaspersky Anti-virus (AV) Software Product Overview
- Table 93. Kaspersky Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 94. Kaspersky Business Overview
- Table 95. Kaspersky Recent Developments
- Table 96. Tencent Anti-virus (AV) Software Basic Information
- Table 97. Tencent Anti-virus (AV) Software Product Overview
- Table 98. Tencent Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 99. Tencent Business Overview
- Table 100. Tencent Recent Developments
- Table 101. Quick Heal Anti-virus (AV) Software Basic Information
- Table 102. Quick Heal Anti-virus (AV) Software Product Overview
- Table 103. Quick Heal Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 104. Quick Heal Business Overview
- Table 105. Quick Heal Recent Developments
- Table 106. Comodo Anti-virus (AV) Software Basic Information
- Table 107. Comodo Anti-virus (AV) Software Product Overview
- Table 108. Comodo Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 109. Comodo Business Overview
- Table 110. Comodo Recent Developments
- Table 111. Microsoft Anti-virus (AV) Software Basic Information
- Table 112. Microsoft Anti-virus (AV) Software Product Overview
- Table 113. Microsoft Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 114. Microsoft Business Overview
- Table 115. Microsoft Recent Developments
- Table 116. Rising Anti-virus (AV) Software Basic Information
- Table 117. Rising Anti-virus (AV) Software Product Overview
- Table 118. Rising Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 119. Rising Business Overview
- Table 120. Rising Recent Developments
- Table 121. Cheetah Mobile Anti-virus (AV) Software Basic Information
- Table 122. Cheetah Mobile Anti-virus (AV) Software Product Overview
- Table 123. Cheetah Mobile Anti-virus (AV) Software Revenue (M USD) and Gross

Margin (2019-2024)

Table 124. Cheetah Mobile Business Overview

Table 125. Cheetah Mobile Recent Developments

Table 126. AhnLab Anti-virus (AV) Software Basic Information

Table 127. AhnLab Anti-virus (AV) Software Product Overview

Table 128. AhnLab Anti-virus (AV) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 129. AhnLab Business Overview

Table 130. AhnLab Recent Developments

Table 131. Global Anti-virus (AV) Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 132. North America Anti-virus (AV) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 133. Europe Anti-virus (AV) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 134. Asia Pacific Anti-virus (AV) Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 135. South America Anti-virus (AV) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 136. Middle East and Africa Anti-virus (AV) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 137. Global Anti-virus (AV) Software Market Size Forecast by Type (2025-2030) & (M USD)

Table 138. Global Anti-virus (AV) Software Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Industrial Chain of Anti-virus (AV) Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Anti-virus (AV) Software Market Size (M USD), 2019-2030

Figure 5. Global Anti-virus (AV) Software Market Size (M USD) (2019-2030)

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. Anti-virus (AV) Software Market Size by Country (M USD)

Figure 10. Global Anti-virus (AV) Software Revenue Share by Company in 2023

Figure 11. Anti-virus (AV) Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Anti-virus (AV) Software Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Anti-virus (AV) Software Market Share by Type

Figure 15. Market Size Share of Anti-virus (AV) Software by Type (2019-2024)

Figure 16. Market Size Market Share of Anti-virus (AV) Software by Type in 2022

Figure 17. Global Anti-virus (AV) Software Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Anti-virus (AV) Software Market Share by Application

Figure 20. Global Anti-virus (AV) Software Market Share by Application (2019-2024)

Figure 21. Global Anti-virus (AV) Software Market Share by Application in 2022

Figure 22. Global Anti-virus (AV) Software Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Anti-virus (AV) Software Market Size Market Share by Region (2019-2024)

Figure 24. North America Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Anti-virus (AV) Software Market Size Market Share by Country in 2023

Figure 26. U.S. Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Anti-virus (AV) Software Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Anti-virus (AV) Software Market Size (Units) and Growth Rate

(2019-2024)

Figure 29. Europe Anti-virus (AV) Software Market Size and Growth Rate (2019-2024)

& (M USD)

Figure 30. Europe Anti-virus (AV) Software Market Size Market Share by Country in

2023

Figure 31. Germany Anti-virus (AV) Software Market Size and Growth Rate (2019-2024)

& (M USD)

Figure 32. France Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 33. U.K. Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 34. Italy Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 35. Russia Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 36. Asia Pacific Anti-virus (AV) Software Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Anti-virus (AV) Software Market Size Market Share by Region in

2023

Figure 38. China Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 39. Japan Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 40. South Korea Anti-virus (AV) Software Market Size and Growth Rate

(2019-2024) & (M USD)

Figure 41. India Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 42. Southeast Asia Anti-virus (AV) Software Market Size and Growth Rate

(2019-2024) & (M USD)

Figure 43. South America Anti-virus (AV) Software Market Size and Growth Rate (M

USD)

Figure 44. South America Anti-virus (AV) Software Market Size Market Share by

Country in 2023

Figure 45. Brazil Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) &

(M USD)

Figure 46. Argentina Anti-virus (AV) Software Market Size and Growth Rate

(2019-2024) & (M USD)

Figure 47. Columbia Anti-virus (AV) Software Market Size and Growth Rate

(2019-2024) & (M USD)

Figure 48. Middle East and Africa Anti-virus (AV) Software Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Anti-virus (AV) Software Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Anti-virus (AV) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Anti-virus (AV) Software Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Anti-virus (AV) Software Market Share Forecast by Type (2025-2030)

Figure 57. Global Anti-virus (AV) Software Market Share Forecast by Application (2025-2030)

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