

Global Application Security Testing (AST) Software Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview:

Application Security Software refers to the software tool to protect applications from external threats throughout their lifecycle. Application security is defined as the process of making apps more secure by finding, fixing, and enhancing the security of apps. Much of the process happens during the development phase, security tools and methods are used to protect apps once they are deployed.

The application security market is seeing a rapid growth primarily driven by the increase in the number of cyber-attacks and their sophistication, strict government regulations and growing smartphone penetration and adoption. Additionally, the space has seen a lot of investments by venture capitalists and private equity investors giving rise to a bunch of rising cybersecurity startups in the world. Other factors contributed to the growth of the application security market include the development and adoption of Internet of Things (IoT), digitization and automation in the industrial space, and technological development in the finance space especially in the emerging economies, etc.

The Global Application Security Testing (AST) Software Market Size was estimated at USD 2987.33 million in 2023 and is projected to reach USD 4358.93 million by 2029, exhibiting a CAGR of 6.50% during the forecast period.

This report provides a deep insight into the global Application Security Testing (AST) 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 Application Security Testing (AST) 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 Application Security Testing (AST) Software market in any manner.

Global Application Security Testing (AST) 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

Checkmarx

WhiteHat Security

PortSwigger

Acunetix

Veracode

Qualys

Micro Focus

Rapid7

Contrast Security

ImmuniWeb

Veracode

Netsparker

Synopsys

Edgescan

Onapsis

NetSPI

Checkmarx

ERPScan

N-Stalker

Trustwave

Positive Technologies

IBM

Virtual Forge

SiteLock

Market Segmentation (by Type)

Cloud-Based

On-Premises

Market Segmentation (by Application)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

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 Application Security Testing (AST) Software Market

Overview of the regional outlook of the Application Security Testing (AST) 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 Application Security Testing (AST) 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 Application Security Testing (AST) Software
- 1.2 Key Market Segments
 - 1.2.1 Application Security Testing (AST) Software Segment by Type
 - 1.2.2 Application Security Testing (AST) 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 APPLICATION SECURITY TESTING (AST) SOFTWARE MARKET OVERVIEW

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

3 APPLICATION SECURITY TESTING (AST) SOFTWARE MARKET COMPETITIVE LANDSCAPE

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

4 APPLICATION SECURITY TESTING (AST) SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Application Security Testing (AST) Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF APPLICATION SECURITY TESTING (AST) 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 APPLICATION SECURITY TESTING (AST) SOFTWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Application Security Testing (AST) Software Market Size Market Share by Type (2019-2024)
- 6.3 Global Application Security Testing (AST) Software Market Size Growth Rate by Type (2019-2024)

7 APPLICATION SECURITY TESTING (AST) SOFTWARE MARKET SEGMENTATION BY APPLICATION

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

8 APPLICATION SECURITY TESTING (AST) SOFTWARE MARKET SEGMENTATION BY REGION

8.1 Global Application Security Testing (AST) Software Market Size by Region

8.1.1 Global Application Security Testing (AST) Software Market Size by Region

8.1.2 Global Application Security Testing (AST) Software Market Size Market Share by Region

8.2 North America

8.2.1 North America Application Security Testing (AST) 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 Application Security Testing (AST) 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 Application Security Testing (AST) 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 Application Security Testing (AST) 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 Application Security Testing (AST) 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 Checkmarx

9.1.1 Checkmarx Application Security Testing (AST) Software Basic Information

9.1.2 Checkmarx Application Security Testing (AST) Software Product Overview

9.1.3 Checkmarx Application Security Testing (AST) Software Product Market Performance

9.1.4 Checkmarx Application Security Testing (AST) Software SWOT Analysis

9.1.5 Checkmarx Business Overview

9.1.6 Checkmarx Recent Developments

9.2 WhiteHat Security

9.2.1 WhiteHat Security Application Security Testing (AST) Software Basic Information

9.2.2 WhiteHat Security Application Security Testing (AST) Software Product Overview

9.2.3 WhiteHat Security Application Security Testing (AST) Software Product Market Performance

9.2.4 Checkmarx Application Security Testing (AST) Software SWOT Analysis

9.2.5 WhiteHat Security Business Overview

9.2.6 WhiteHat Security Recent Developments

9.3 PortSwigger

9.3.1 PortSwigger Application Security Testing (AST) Software Basic Information

9.3.2 PortSwigger Application Security Testing (AST) Software Product Overview

9.3.3 PortSwigger Application Security Testing (AST) Software Product Market Performance

9.3.4 Checkmarx Application Security Testing (AST) Software SWOT Analysis

9.3.5 PortSwigger Business Overview

9.3.6 PortSwigger Recent Developments

9.4 Acunetix

9.4.1 Acunetix Application Security Testing (AST) Software Basic Information

9.4.2 Acunetix Application Security Testing (AST) Software Product Overview

9.4.3 Acunetix Application Security Testing (AST) Software Product Market Performance

9.4.4 Acunetix Business Overview

9.4.5 Acunetix Recent Developments

9.5 Veracode

9.5.1 Veracode Application Security Testing (AST) Software Basic Information

9.5.2 Veracode Application Security Testing (AST) Software Product Overview

9.5.3 Veracode Application Security Testing (AST) Software Product Market Performance

9.5.4 Veracode Business Overview

9.5.5 Veracode Recent Developments

9.6 Qualys

9.6.1 Qualys Application Security Testing (AST) Software Basic Information

9.6.2 Qualys Application Security Testing (AST) Software Product Overview

9.6.3 Qualys Application Security Testing (AST) Software Product Market Performance

9.6.4 Qualys Business Overview

9.6.5 Qualys Recent Developments

9.7 Micro Focus

9.7.1 Micro Focus Application Security Testing (AST) Software Basic Information

9.7.2 Micro Focus Application Security Testing (AST) Software Product Overview

9.7.3 Micro Focus Application Security Testing (AST) Software Product Market

Performance

9.7.4 Micro Focus Business Overview

9.7.5 Micro Focus Recent Developments

9.8 Rapid7

9.8.1 Rapid7 Application Security Testing (AST) Software Basic Information

9.8.2 Rapid7 Application Security Testing (AST) Software Product Overview

9.8.3 Rapid7 Application Security Testing (AST) Software Product Market

Performance

9.8.4 Rapid7 Business Overview

9.8.5 Rapid7 Recent Developments

9.9 Contrast Security

9.9.1 Contrast Security Application Security Testing (AST) Software Basic Information

9.9.2 Contrast Security Application Security Testing (AST) Software Product Overview

9.9.3 Contrast Security Application Security Testing (AST) Software Product Market

Performance

9.9.4 Contrast Security Business Overview

9.9.5 Contrast Security Recent Developments

9.10 ImmuniWeb

9.10.1 ImmuniWeb Application Security Testing (AST) Software Basic Information

9.10.2 ImmuniWeb Application Security Testing (AST) Software Product Overview

9.10.3 ImmuniWeb Application Security Testing (AST) Software Product Market

Performance

9.10.4 ImmuniWeb Business Overview

9.10.5 ImmuniWeb Recent Developments

9.11 Veracode

9.11.1 Veracode Application Security Testing (AST) Software Basic Information

9.11.2 Veracode Application Security Testing (AST) Software Product Overview

9.11.3 Veracode Application Security Testing (AST) Software Product Market

Performance

- 9.11.4 Veracode Business Overview
- 9.11.5 Veracode Recent Developments

9.12 Netsparker

- 9.12.1 Netsparker Application Security Testing (AST) Software Basic Information
- 9.12.2 Netsparker Application Security Testing (AST) Software Product Overview
- 9.12.3 Netsparker Application Security Testing (AST) Software Product Market

Performance

- 9.12.4 Netsparker Business Overview
- 9.12.5 Netsparker Recent Developments

9.13 Synopsys

- 9.13.1 Synopsys Application Security Testing (AST) Software Basic Information
- 9.13.2 Synopsys Application Security Testing (AST) Software Product Overview
- 9.13.3 Synopsys Application Security Testing (AST) Software Product Market

Performance

- 9.13.4 Synopsys Business Overview
- 9.13.5 Synopsys Recent Developments

9.14 Edgescan

- 9.14.1 Edgescan Application Security Testing (AST) Software Basic Information
- 9.14.2 Edgescan Application Security Testing (AST) Software Product Overview
- 9.14.3 Edgescan Application Security Testing (AST) Software Product Market

Performance

- 9.14.4 Edgescan Business Overview
- 9.14.5 Edgescan Recent Developments

9.15 Onapsis

- 9.15.1 Onapsis Application Security Testing (AST) Software Basic Information
- 9.15.2 Onapsis Application Security Testing (AST) Software Product Overview
- 9.15.3 Onapsis Application Security Testing (AST) Software Product Market

Performance

- 9.15.4 Onapsis Business Overview
- 9.15.5 Onapsis Recent Developments

9.16 NetSPI

- 9.16.1 NetSPI Application Security Testing (AST) Software Basic Information
- 9.16.2 NetSPI Application Security Testing (AST) Software Product Overview
- 9.16.3 NetSPI Application Security Testing (AST) Software Product Market

Performance

- 9.16.4 NetSPI Business Overview
- 9.16.5 NetSPI Recent Developments

9.17 Checkmarx

- 9.17.1 Checkmarx Application Security Testing (AST) Software Basic Information
- 9.17.2 Checkmarx Application Security Testing (AST) Software Product Overview
- 9.17.3 Checkmarx Application Security Testing (AST) Software Product Market Performance
- 9.17.4 Checkmarx Business Overview
- 9.17.5 Checkmarx Recent Developments
- 9.18 ERPScan
 - 9.18.1 ERPScan Application Security Testing (AST) Software Basic Information
 - 9.18.2 ERPScan Application Security Testing (AST) Software Product Overview
 - 9.18.3 ERPScan Application Security Testing (AST) Software Product Market Performance
 - 9.18.4 ERPScan Business Overview
 - 9.18.5 ERPScan Recent Developments
- 9.19 N-Stalker
 - 9.19.1 N-Stalker Application Security Testing (AST) Software Basic Information
 - 9.19.2 N-Stalker Application Security Testing (AST) Software Product Overview
 - 9.19.3 N-Stalker Application Security Testing (AST) Software Product Market Performance
 - 9.19.4 N-Stalker Business Overview
 - 9.19.5 N-Stalker Recent Developments
- 9.20 Trustwave
 - 9.20.1 Trustwave Application Security Testing (AST) Software Basic Information
 - 9.20.2 Trustwave Application Security Testing (AST) Software Product Overview
 - 9.20.3 Trustwave Application Security Testing (AST) Software Product Market Performance
 - 9.20.4 Trustwave Business Overview
 - 9.20.5 Trustwave Recent Developments
- 9.21 Positive Technologies
 - 9.21.1 Positive Technologies Application Security Testing (AST) Software Basic Information
 - 9.21.2 Positive Technologies Application Security Testing (AST) Software Product Overview
 - 9.21.3 Positive Technologies Application Security Testing (AST) Software Product Market Performance
 - 9.21.4 Positive Technologies Business Overview
 - 9.21.5 Positive Technologies Recent Developments
- 9.22 IBM
 - 9.22.1 IBM Application Security Testing (AST) Software Basic Information
 - 9.22.2 IBM Application Security Testing (AST) Software Product Overview

9.22.3 IBM Application Security Testing (AST) Software Product Market Performance

9.22.4 IBM Business Overview

9.22.5 IBM Recent Developments

9.23 Virtual Forge

9.23.1 Virtual Forge Application Security Testing (AST) Software Basic Information

9.23.2 Virtual Forge Application Security Testing (AST) Software Product Overview

9.23.3 Virtual Forge Application Security Testing (AST) Software Product Market

Performance

9.23.4 Virtual Forge Business Overview

9.23.5 Virtual Forge Recent Developments

9.24 SiteLock

9.24.1 SiteLock Application Security Testing (AST) Software Basic Information

9.24.2 SiteLock Application Security Testing (AST) Software Product Overview

9.24.3 SiteLock Application Security Testing (AST) Software Product Market

Performance

9.24.4 SiteLock Business Overview

9.24.5 SiteLock Recent Developments

10 APPLICATION SECURITY TESTING (AST) SOFTWARE REGIONAL MARKET FORECAST

10.1 Global Application Security Testing (AST) Software Market Size Forecast

10.2 Global Application Security Testing (AST) Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Application Security Testing (AST) Software Market Size Forecast by Country

10.2.3 Asia Pacific Application Security Testing (AST) Software Market Size Forecast by Region

10.2.4 South America Application Security Testing (AST) Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Application Security Testing (AST) Software by Country

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

11.1 Global Application Security Testing (AST) Software Market Forecast by Type (2025-2030)

11.2 Global Application Security Testing (AST) 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. Application Security Testing (AST) Software Market Size Comparison by Region (M USD)

Table 5. Global Application Security Testing (AST) Software Revenue (M USD) by Company (2019-2024)

Table 6. Global Application Security Testing (AST) Software Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Application Security Testing (AST) Software as of 2022)

Table 8. Company Application Security Testing (AST) Software Market Size Sites and Area Served

Table 9. Company Application Security Testing (AST) Software Product Type

Table 10. Global Application Security Testing (AST) Software Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Application Security Testing (AST) Software

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Application Security Testing (AST) Software Market Challenges

Table 18. Global Application Security Testing (AST) Software Market Size by Type (M USD)

Table 19. Global Application Security Testing (AST) Software Market Size (M USD) by Type (2019-2024)

Table 20. Global Application Security Testing (AST) Software Market Size Share by Type (2019-2024)

Table 21. Global Application Security Testing (AST) Software Market Size Growth Rate by Type (2019-2024)

Table 22. Global Application Security Testing (AST) Software Market Size by Application

Table 23. Global Application Security Testing (AST) Software Market Size by Application (2019-2024) & (M USD)

Table 24. Global Application Security Testing (AST) Software Market Share by Application (2019-2024)

Table 25. Global Application Security Testing (AST) Software Market Size Growth Rate by Application (2019-2024)

Table 26. Global Application Security Testing (AST) Software Market Size by Region (2019-2024) & (M USD)

Table 27. Global Application Security Testing (AST) Software Market Size Market Share by Region (2019-2024)

Table 28. North America Application Security Testing (AST) Software Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Application Security Testing (AST) Software Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Application Security Testing (AST) Software Market Size by Region (2019-2024) & (M USD)

Table 31. South America Application Security Testing (AST) Software Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Application Security Testing (AST) Software Market Size by Region (2019-2024) & (M USD)

Table 33. Checkmarx Application Security Testing (AST) Software Basic Information

Table 34. Checkmarx Application Security Testing (AST) Software Product Overview

Table 35. Checkmarx Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Checkmarx Application Security Testing (AST) Software SWOT Analysis

Table 37. Checkmarx Business Overview

Table 38. Checkmarx Recent Developments

Table 39. WhiteHat Security Application Security Testing (AST) Software Basic Information

Table 40. WhiteHat Security Application Security Testing (AST) Software Product Overview

Table 41. WhiteHat Security Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Checkmarx Application Security Testing (AST) Software SWOT Analysis

Table 43. WhiteHat Security Business Overview

Table 44. WhiteHat Security Recent Developments

Table 45. PortSwigger Application Security Testing (AST) Software Basic Information

Table 46. PortSwigger Application Security Testing (AST) Software Product Overview

Table 47. PortSwigger Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Checkmarx Application Security Testing (AST) Software SWOT Analysis

- Table 49. PortSwigger Business Overview
- Table 50. PortSwigger Recent Developments
- Table 51. Acunetix Application Security Testing (AST) Software Basic Information
- Table 52. Acunetix Application Security Testing (AST) Software Product Overview
- Table 53. Acunetix Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 54. Acunetix Business Overview
- Table 55. Acunetix Recent Developments
- Table 56. Veracode Application Security Testing (AST) Software Basic Information
- Table 57. Veracode Application Security Testing (AST) Software Product Overview
- Table 58. Veracode Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 59. Veracode Business Overview
- Table 60. Veracode Recent Developments
- Table 61. Qualys Application Security Testing (AST) Software Basic Information
- Table 62. Qualys Application Security Testing (AST) Software Product Overview
- Table 63. Qualys Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Qualys Business Overview
- Table 65. Qualys Recent Developments
- Table 66. Micro Focus Application Security Testing (AST) Software Basic Information
- Table 67. Micro Focus Application Security Testing (AST) Software Product Overview
- Table 68. Micro Focus Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Micro Focus Business Overview
- Table 70. Micro Focus Recent Developments
- Table 71. Rapid7 Application Security Testing (AST) Software Basic Information
- Table 72. Rapid7 Application Security Testing (AST) Software Product Overview
- Table 73. Rapid7 Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Rapid7 Business Overview
- Table 75. Rapid7 Recent Developments
- Table 76. Contrast Security Application Security Testing (AST) Software Basic Information
- Table 77. Contrast Security Application Security Testing (AST) Software Product Overview
- Table 78. Contrast Security Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Contrast Security Business Overview

Table 80. Contrast Security Recent Developments

Table 81. ImmuniWeb Application Security Testing (AST) Software Basic Information

Table 82. ImmuniWeb Application Security Testing (AST) Software Product Overview

Table 83. ImmuniWeb Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 84. ImmuniWeb Business Overview

Table 85. ImmuniWeb Recent Developments

Table 86. Veracode Application Security Testing (AST) Software Basic Information

Table 87. Veracode Application Security Testing (AST) Software Product Overview

Table 88. Veracode Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 89. Veracode Business Overview

Table 90. Veracode Recent Developments

Table 91. Netsparker Application Security Testing (AST) Software Basic Information

Table 92. Netsparker Application Security Testing (AST) Software Product Overview

Table 93. Netsparker Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 94. Netsparker Business Overview

Table 95. Netsparker Recent Developments

Table 96. Synopsys Application Security Testing (AST) Software Basic Information

Table 97. Synopsys Application Security Testing (AST) Software Product Overview

Table 98. Synopsys Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Synopsys Business Overview

Table 100. Synopsys Recent Developments

Table 101. Edgescan Application Security Testing (AST) Software Basic Information

Table 102. Edgescan Application Security Testing (AST) Software Product Overview

Table 103. Edgescan Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 104. Edgescan Business Overview

Table 105. Edgescan Recent Developments

Table 106. Onapsis Application Security Testing (AST) Software Basic Information

Table 107. Onapsis Application Security Testing (AST) Software Product Overview

Table 108. Onapsis Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 109. Onapsis Business Overview

Table 110. Onapsis Recent Developments

Table 111. NetSPI Application Security Testing (AST) Software Basic Information

Table 112. NetSPI Application Security Testing (AST) Software Product Overview

Table 113. NetSPI Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 114. NetSPI Business Overview

Table 115. NetSPI Recent Developments

Table 116. Checkmarx Application Security Testing (AST) Software Basic Information

Table 117. Checkmarx Application Security Testing (AST) Software Product Overview

Table 118. Checkmarx Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 119. Checkmarx Business Overview

Table 120. Checkmarx Recent Developments

Table 121. ERPScan Application Security Testing (AST) Software Basic Information

Table 122. ERPScan Application Security Testing (AST) Software Product Overview

Table 123. ERPScan Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 124. ERPScan Business Overview

Table 125. ERPScan Recent Developments

Table 126. N-Stalker Application Security Testing (AST) Software Basic Information

Table 127. N-Stalker Application Security Testing (AST) Software Product Overview

Table 128. N-Stalker Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 129. N-Stalker Business Overview

Table 130. N-Stalker Recent Developments

Table 131. Trustwave Application Security Testing (AST) Software Basic Information

Table 132. Trustwave Application Security Testing (AST) Software Product Overview

Table 133. Trustwave Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 134. Trustwave Business Overview

Table 135. Trustwave Recent Developments

Table 136. Positive Technologies Application Security Testing (AST) Software Basic Information

Table 137. Positive Technologies Application Security Testing (AST) Software Product Overview

Table 138. Positive Technologies Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 139. Positive Technologies Business Overview

Table 140. Positive Technologies Recent Developments

Table 141. IBM Application Security Testing (AST) Software Basic Information

Table 142. IBM Application Security Testing (AST) Software Product Overview

Table 143. IBM Application Security Testing (AST) Software Revenue (M USD) and

Gross Margin (2019-2024)

Table 144. IBM Business Overview

Table 145. IBM Recent Developments

Table 146. Virtual Forge Application Security Testing (AST) Software Basic Information

Table 147. Virtual Forge Application Security Testing (AST) Software Product Overview

Table 148. Virtual Forge Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 149. Virtual Forge Business Overview

Table 150. Virtual Forge Recent Developments

Table 151. SiteLock Application Security Testing (AST) Software Basic Information

Table 152. SiteLock Application Security Testing (AST) Software Product Overview

Table 153. SiteLock Application Security Testing (AST) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 154. SiteLock Business Overview

Table 155. SiteLock Recent Developments

Table 156. Global Application Security Testing (AST) Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 157. North America Application Security Testing (AST) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 158. Europe Application Security Testing (AST) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 159. Asia Pacific Application Security Testing (AST) Software Market Size Forecast by Region (2025-2030) & (M USD)

Table 160. South America Application Security Testing (AST) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 161. Middle East and Africa Application Security Testing (AST) Software Market Size Forecast by Country (2025-2030) & (M USD)

Table 162. Global Application Security Testing (AST) Software Market Size Forecast by Type (2025-2030) & (M USD)

Table 163. Global Application Security Testing (AST) Software Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Application Security Testing (AST) Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Application Security Testing (AST) Software Market Size (M USD), 2019-2030

Figure 5. Global Application Security Testing (AST) 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. Application Security Testing (AST) Software Market Size by Country (M USD)

Figure 10. Global Application Security Testing (AST) Software Revenue Share by Company in 2023

Figure 11. Application Security Testing (AST) 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 Application Security Testing (AST) Software Revenue in 2023

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

Figure 14. Global Application Security Testing (AST) Software Market Share by Type

Figure 15. Market Size Share of Application Security Testing (AST) Software by Type (2019-2024)

Figure 16. Market Size Market Share of Application Security Testing (AST) Software by Type in 2022

Figure 17. Global Application Security Testing (AST) Software Market Size Growth Rate by Type (2019-2024)

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

Figure 19. Global Application Security Testing (AST) Software Market Share by Application

Figure 20. Global Application Security Testing (AST) Software Market Share by Application (2019-2024)

Figure 21. Global Application Security Testing (AST) Software Market Share by Application in 2022

Figure 22. Global Application Security Testing (AST) Software Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Application Security Testing (AST) Software Market Size Market

Share by Region (2019-2024)

Figure 24. North America Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Application Security Testing (AST) Software Market Size Market Share by Country in 2023

Figure 26. U.S. Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Application Security Testing (AST) Software Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Application Security Testing (AST) Software Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Application Security Testing (AST) Software Market Size Market Share by Country in 2023

Figure 31. Germany Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Application Security Testing (AST) Software Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Application Security Testing (AST) Software Market Size Market Share by Region in 2023

Figure 38. China Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Application Security Testing (AST) Software Market Size and Growth Rate (M USD)

Figure 44. South America Application Security Testing (AST) Software Market Size Market Share by Country in 2023

Figure 45. Brazil Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Application Security Testing (AST) Software Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Application Security Testing (AST) Software Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Application Security Testing (AST) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Application Security Testing (AST) Software Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Application Security Testing (AST) Software Market Share Forecast by Type (2025-2030)

Figure 57. Global Application Security Testing (AST) Software Market Share Forecast by Application (2025-2030)

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