

Global Antivirus Software Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/ACDD6241A219EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: ACDD6241A219EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Antivirus Software market size will reach 3,722.71 Million USD in 2025 and is projected to reach 3,933.52 Million USD by 2032, with a CAGR of 0.79% (2025-2032). Notably, the China Antivirus Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Antivirus software is a type of computer program designed to detect, prevent, and remove malicious software, such as viruses, spyware, adware, and other types of malware. It works by scanning the files and programs on a computer for known malicious code patterns and behavior, and then quarantining or deleting any suspicious files. Antivirus software is typically installed on computers to protect them against cyber attacks and to keep them running smoothly and securely.

The major global suppliers of Antivirus Software include 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, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively

follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Antivirus Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Antivirus Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Antivirus Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Antivirus Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Antivirus Software Include:

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

Antivirus Software Product Segment Include:

PC

Phone & PAD

Antivirus Software Product Application Include:

Individual Users

Enterprise Users

Government Users

Others

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