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Global Generative AI in Cyber Security Market

https://marketpublishers.com/r/GBFCF0E60862EN.html
Date: July 2024
Pages: 138
Price: US$ 3,475.00 (Single User License)
ID: GBFCF0E60862EN

Abstracts

Global Generative AI in Cyber Security Market By Component (Hardware, Software, Services), By Technology (Generative Adversarial Networks (GANs), Variational Auto-encoders (VAEs), Reinforcement Learning (RL), Deep Neural Networks (DNNs), Natural Language Processing (NLP), Others) By Type (Network Security, End-Point Security, Application Security, Cloud Security, Others), By End User (BFSI, IT & Telecom, Healthcare and Life Sciences, Government and Defense, Retail and Ecommerce, Others) And By Geography – Covid-19 Impact Analysis, Post Covid Analysis, Opportunities, Trends And Forecast From 2020 t-2032

The global Generative AI in Cyber Security market was valued at $1.66 Billion in 2023 and is anticipated t-grow at a CAGR of 22.54% from 2024 t-2034. This growth is attributed t-several macr-and microeconomic factors such as

Escalating Cyber Threats

The driving factor of escalating cyber threats is crucial in the context of the global Generative AI in Cyber Security market, profoundly impacting its growth and development. As cyber threats become more sophisticated and pervasive, the need for advanced cybersecurity solutions intensifies. The increasing frequency and complexity of attacks reveal the limitations of traditional security measures, prompting a shift towards AI-driven solutions that can analyze vast amounts of data and identify patterns t-counteract sophisticated threats. Advanced Persistent Threats (APTs) and zero-day vulnerabilities, which are prolonged and previously unknown cyber attacks respectively, underscore the necessity for proactive defense mechanisms that Generative AI can provide by predicting and identifying potential breaches. The rise in ransomware and phishing attacks further drives the demand for AI-powered cybersecurity, as Generative AI can enhance email filtering systems, detect malicious code, and predict potential

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phishing attempts. Additionally, the expanding digital landscape, with more IoT devices, cloud services, and remote work environments, has increased the attack surface for cybercriminals. Generative AI can monitor and protect these diverse assets by generating adaptive security protocols and real-time threat intelligence. Regulatory compliance and data protection laws, such as GDPR and CCPA, require stringent cybersecurity measures t-protect sensitive information, and Generative AI can help organizations achieve compliance by identifying security gaps and automating responses t-potential breaches. Lastly, the cost efficiency and resource optimization provided by AI-driven solutions, which reduce the need for large cybersecurity teams and allow for more efficient allocation of resources, make them attractive t-organizations facing escalating cyber threats. Collectively, these factors fuel the demand for generative AI in cybersecurity, driving the market's growth.

Further several factors restraining the market growth include

Technical Limitation

Technical limitations pose a significant restraining factor in the global Generative AI in Cyber Security market, hindering its full potential and widespread adoption. Generative AI systems rely heavily on large volumes of high-quality data t-function effectively, but obtaining such data can be challenging due t-privacy concerns and the sensitive nature of security data. Additionally, the computational resources required t-implement and run these advanced AI models can be costly and resource-intensive, which is particularly burdensome for smaller organizations. The complexity of developing and fine-tuning generative AI algorithms requires specialized expertise, and the models must continually adapt t-the evolving threat landscape, demanding ongoing research and development. Generative AI models als-face issues with false positives and negatives, where incorrect identifications can lead t-alert fatigue and missed threats. Integrating these AI solutions with existing cybersecurity infrastructure is often complex, especially with legacy systems that may not be compatible with new technologies. The lack of interpretability and transparency of AI models, which often operate as 'black boxes,' can hinder trust and acceptance, as understanding the rationale behind threat detection is crucial. Lastly, the rapid evolution of cyber threats necessitates frequent updates and retraining of AI models, which can strain resources and may not always keep pace with emerging threats. These technical limitations collectively restrain the global Generative AI in Cyber Security market, highlighting the need for continuous advancements and solutions t-overcome these challenges.

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Integration with Existing Security Tools and collaborations and alliances in the Generative AI in Cyber Security market are expected t-generate higher avenues during the forecast period.

In the wake of the COVID-19 pandemic, supply chain disruptions have led t-supply shortages or lower demand in the Generative AI in Cyber Security market. The pandemic has caused a decline in new orders and a corresponding decrease in Componention.

This section will analyze how COVID-19 has impacted supply chains, leading t-shortages and lower demand for Generative AI in Cyber Security.

In terms of COVID-19 impact, the Generative AI in Cyber Security market report als-includes the following data points:

Impact on Generative AI in Cyber Security market size

Operating Weights Trend, Preferences, and Budget Impact

Regulatory Framework/Outdoor Policies

Key Players' Strategy t-Tackle Negative Impact/Post-COVID Strategies

Opportunity in the Generative AI in Cyber Security market

Key Insight in the report:

The global Generative AI in Cyber Security market report covers an executive summary, market dynamics, COVID impact & post-COVID scenario, market size and forecast, competitive intelligence, market positioning, and End Users.

Our report covers extensive competitive intelligence which includes the following data points:

Business Overview

Business Segment Data

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Financial Data

Component Segment Analysis and Specification

Recent Development and Company Strategy Analysis

SWOT Analysis

Generative AI in Cyber Security Market Segmentation:

Component

Hardware

Software

Services

Technology

Generative Adversarial Networks (GANs)

Variational Auto-encoders (VAEs)

Reinforcement Learning (RL)

Deep Neural Networks (DNNs)

Natural Language Processing (NLP)

Others

Type

Network Security

End-Point Security

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- Application Security
- Cloud Security
- Others
- End User
- BFSI
- IT & Telecom
- Healthcare and Life Sciences
- Government and Defense
- Retail and Ecommerce
- Others

Region/ Countries Covered:

- North America
- US
- Canada
- Mexico
- Europe
- U.K.
- Germany
- France

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Italy

Spain

BeNeLux

Russia

Rest of Europe

Asia Pacific

China

Japan

Australia

India

South Korea

Malaysia

Thailand

Indonesia

Rest of Asia Pacific

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

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Saudi Arabia

UAE

Egypt

South Africa

Rest of Middle East & Africa

Key Players Analyzed in the Report:

IBM CORPORATION

NVIDIA Corporation

CrowdStrike

Acalvi-Technologies Inc

Pal-Alt-Networks

Darktrace

SentinelOne

Cisco

Trend Micro

INTEL

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