

# Global Antivirus Software Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Antivirus Software market size was valued at USD 3656 million in 2023 and is forecast to a readjusted size of USD 3464.5 million by 2030 with a CAGR of -0.8% during review period.

Antivirus software detects, prevents, and removes malicious programs. It enables real-time scanning of the system memory, OS, and files using signature-based detection methods, heuristic detection methods, and rootkit detection tools to prevent computers from being infected with malware. With increased usage of the Internet, the risk of malware attacks is high. Though antivirus software cannot protect the system from every type of malware attack, it can prevent a significant level of intrusions with the help of real-time scanning.

The report focuses on antivirus software for endpoints in the network security market, but not all the security software.

The production regions mainly focus on North America, Europe, Japan, China, India, Southeast Asia. Symantec, McAfee, Trend Micro, Avast Software, ESET, Bitdefender, Fortinet, F-Secure, G DATA Software, Avira, Qihoo 360, Kaspersky, Panda Security, Quick Heal, Comodo, Microsoft, Rising, Cheetah Mobile and AhnLab are the leader providers all around world. In the past few years, the market of antivirus software has grown rapidly. The three biggest suppliers of Antivirus Software in China – Tencent, Qihoo 360, Rising and Cheetah Mobile are the local representation in recent years.

The Global Info Research report includes an overview of the development of the Antivirus Software industry chain, the market status of Individual Users (PC, Phone &

PAD), Enterprise Users (PC, Phone & PAD), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Antivirus Software.

Regionally, the report analyzes the Antivirus Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Antivirus Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Antivirus Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Antivirus Software industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., PC, Phone & PAD).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Antivirus Software market.

**Regional Analysis:** The report involves examining the Antivirus Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Antivirus Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Antivirus Software:

**Company Analysis:** Report covers individual Antivirus Software manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Antivirus Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Individual Users, Enterprise Users).

**Technology Analysis:** Report covers specific technologies relevant to Antivirus Software. It assesses the current state, advancements, and potential future developments in Antivirus Software areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Antivirus Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Antivirus Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

PC

Phone & PAD

### Market segment by Application

Individual Users

Enterprise Users

Government Users

Others

#### Major players covered

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 segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Antivirus Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Antivirus Software, with price, sales, revenue and global market share of Antivirus Software from 2019 to 2024.

Chapter 3, the Antivirus Software competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Antivirus Software breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share

and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Antivirus Software market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Antivirus Software.

Chapter 14 and 15, to describe Antivirus Software sales channel, distributors, customers, research findings and conclusion.

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