

Global Automated Security Awareness Platform Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Automated Security Awareness Platform market size was valued at USD 1269.2 million in 2023 and is forecast to a readjusted size of USD 3272.4 million by 2030 with a CAGR of 14.5% during review period.

Automated Security Awareness Platform is a security awareness tool that will teach your employees good cybersecurity practices. A cyber security awareness platform that enables you to easily manage and distribute training content, evaluate knowledge retention, while tracking and reporting participation and progress on learning outcomes.

The world's major players of automated security awareness platforms include KnowBe4, Proofpoint, ESET, Sophos and Kaspersky. In terms of income, the top five players in the world account for nearly 52%. North America is the world's largest market, with a market share of about 34%, followed by Asia Pacific and Europe, with a share of about 30% and 28% respectively. From the perspective of product type, the On-premises automated security awareness platform is the largest market segment, accounting for 58% of the market share. From the perspective of applications, large enterprises have the largest share, about 54%.

The Global Info Research report includes an overview of the development of the Automated Security Awareness Platform industry chain, the market status of SMEs (On-premises, Cloud-based), Large Enterprises (On-premises, Cloud-based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Automated Security Awareness Platform.

Regionally, the report analyzes the Automated Security Awareness Platform 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 Automated Security Awareness Platform market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Automated Security Awareness Platform 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 Automated Security Awareness Platform 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 revenue generated, and market share of different by Type (e.g., On-premises, Cloud-based).

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 Automated Security Awareness Platform market.

Regional Analysis: The report involves examining the Automated Security Awareness Platform 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 Automated Security Awareness Platform market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Automated Security Awareness Platform:

Company Analysis: Report covers individual Automated Security Awareness Platform players, 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 Automated Security Awareness Platform. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (SMEs, Large Enterprises).

Technology Analysis: Report covers specific technologies relevant to Automated Security Awareness Platform. It assesses the current state, advancements, and potential future developments in Automated Security Awareness Platform areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Automated Security Awareness Platform 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

Automated Security Awareness Platform 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 value.

Market segment by Type

On-premises

Cloud-based

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

KnowBe4

Proofpoint

ESET

Sophos

Kaspersky

Mimecast

Cofense

AwareGO

Infosec

Barracuda Networks, Inc

Phished

Hoxhunt

Hook Security

CybeReady

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Automated Security Awareness Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Automated Security Awareness Platform, with revenue, gross margin and global market share of Automated Security Awareness Platform from 2019 to 2024.

Chapter 3, the Automated Security Awareness Platform competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Automated Security Awareness Platform market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Automated Security Awareness Platform.

Chapter 13, to describe Automated Security Awareness Platform research findings and conclusion.

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