

# Global Email based Phishing Protection 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 Email based Phishing Protection market size was valued at USD 1587.7 million in 2023 and is forecast to a readjusted size of USD 5504.6 million by 2030 with a CAGR of 19.4% during review period.

The Phishing Protection market encompasses technologies, tools, and services designed to detect and prevent phishing attacks, which are a type of cybercrime where attackers masquerade as legitimate entities to deceive individuals into providing sensitive information such as passwords and credit card details. Phishing attacks are one of the most common methods used by cybercriminals to commit identity theft, financial fraud, and other malicious activities.

Key trends in the Phishing Protection market include:

- 1. Advanced Email Filtering:** Email is a primary vector for phishing attacks. Advanced email filtering technologies that use machine learning and AI to detect phishing emails are increasingly popular. These systems can automatically sort out phishing emails from legitimate ones, reducing the likelihood of users being exposed to such threats.
- 2. User Training and Awareness:** Phishing protection is not just about technology; it also involves educating users about the risks and how to identify and report phishing attempts. Training programs and simulated phishing campaigns are effective in increasing user awareness and improving the ability to detect phishing emails and websites.

3. **Multi-Factor Authentication (MFA):** Implementing MFA adds an extra layer of security that makes it more difficult for attackers to gain unauthorized access even if they have obtained a user's password through a phishing attack.
4. **Anti-Phishing Software:** Specialized software can be installed on individual devices or networked systems to detect and block phishing websites, malicious software, and suspicious activities. These tools often update in real-time to keep up with the latest phishing techniques.
5. **Cloud-Based Solutions:** Phishing protection solutions that are cloud-based offer scalability, ease of deployment, and centralized management. They can protect organizations of all sizes and provide immediate updates and patches to all users.
6. **Proactive Monitoring and Threat Intelligence:** Advanced threat intelligence platforms analyze incoming emails and web traffic in real-time to detect patterns and signatures of phishing attacks. By proactively monitoring for threats, these systems can block malicious activity before it reaches users.
7. **Regulatory Compliance:** Many industries are subject to regulations that require them to protect customer data from phishing attacks. Solutions that offer compliance with regulations such as the General Data Protection Regulation (GDPR) or the Health Insurance Portability and Accountability Act (HIPAA) are in high demand.
8. **Integration with Existing Infrastructure:** Phishing protection solutions must integrate seamlessly with existing email systems, web browsers, and other IT infrastructure to be effective. This integration often involves APIs and other protocols that allow for smooth operation within an organization's technology ecosystem.

The Phishing Protection market is expected to continue growing as cybercriminals become more sophisticated in their phishing techniques. As such, organizations need to continually update their defenses with the latest technologies and best practices to protect against these evolving threats. The combination of technological advancements, user education, and compliance requirements will shape the future of the phishing protection market.

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

Regionally, the report analyzes the Email based Phishing Protection 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 Email based Phishing Protection market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Email based Phishing Protection 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 Email based Phishing Protection 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., Cloud, On-Premises).

**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 Email based Phishing Protection market.

**Regional Analysis:** The report involves examining the Email based Phishing Protection 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 Email based Phishing Protection market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Email based Phishing Protection:

**Company Analysis:** Report covers individual Email based Phishing Protection 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 Email based Phishing Protection. 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 Email based Phishing Protection. It assesses the current state, advancements, and potential future developments in Email based Phishing Protection areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Email based Phishing Protection 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

Email based Phishing Protection 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

Cloud

On-Premises

### Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

Cyren

BAE Systems

Microsoft Corporation

FireEye Inc.

Symantec Corporation

Proofpoint, Inc.

GreatHorn, Inc.

Cisco Systems Inc.

Phishlabs

Intel Corporation

Mimecast Ltd

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 Email based Phishing Protection product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Email based Phishing Protection, with revenue, gross margin and global market share of Email based Phishing Protection from 2019 to 2024.

Chapter 3, the Email based Phishing Protection 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 Email based Phishing Protection 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 Email based Phishing Protection.

Chapter 13, to describe Email based Phishing Protection research findings and conclusion.

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