

# Global Email based Phishing Protection Supply, Demand and Key Producers, 2024-2030

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## Abstracts

The global Email based Phishing Protection market size is expected to reach \$ 5504.6 million by 2030, rising at a market growth of 19.4% CAGR during the forecast period (2024-2030).

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 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.

This report studies the global Email based Phishing Protection demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Email based Phishing Protection, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2023 as the base year. This report explores demand trends and competition, as well as details the characteristics of Email based Phishing

Protection that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Email based Phishing Protection total market, 2019-2030, (USD Million)

Global Email based Phishing Protection total market by region & country, CAGR, 2019-2030, (USD Million)

U.S. VS China: Email based Phishing Protection total market, key domestic companies and share, (USD Million)

Global Email based Phishing Protection revenue by player and market share 2019-2024, (USD Million)

Global Email based Phishing Protection total market by Type, CAGR, 2019-2030, (USD Million)

Global Email based Phishing Protection total market by Application, CAGR, 2019-2030, (USD Million).

This reports profiles major players in the global Email based Phishing Protection market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Cyren, BAE Systems, Microsoft Corporation, FireEye Inc., Symantec Corporation, Proofpoint, Inc., GreatHorn, Inc., Cisco Systems Inc. and Phishlabs, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Email based Phishing Protection market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2019-2030 by year with 2023 as the base year, 2024 as the estimate year, and

2025-2030 as the forecast year.

### Global Email based Phishing Protection Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Email based Phishing Protection Market, Segmentation by Type

Cloud

On-Premises

### Global Email based Phishing Protection Market, Segmentation by Application

SMEs

Large Enterprises

### Companies Profiled:

Cyren

BAE Systems

Microsoft Corporation

FireEye Inc.

Symantec Corporation

Proofpoint, Inc.

GreatHorn, Inc.

Cisco Systems Inc.

Phishlabs

Intel Corporation

Mimecast Ltd

## Key Questions Answered

1. How big is the global Email based Phishing Protection market?
2. What is the demand of the global Email based Phishing Protection market?
3. What is the year over year growth of the global Email based Phishing Protection market?
4. What is the total value of the global Email based Phishing Protection market?
5. Who are the major players in the global Email based Phishing Protection market?

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