

Global IoT and Internet Aware Pen Testing Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global IoT and Internet Aware Pen Testing market size was valued at US\$ 335 million in 2024 and is forecast to a readjusted size of USD 1577 million by 2031 with a CAGR of 25.1% during review period.

With the rise of the Internet of Things (IoT) and Internet-connected devices becoming more pervasive in every organization, it makes sense that there?s been more done to assess the risk and implement security controls for these devices. Both the organizations that produce IoT devices and the organizations that incorporate them into their networks have responsibilities when it comes to securing them, however. Whether it?s your smart refrigerator, your smart televisions in the conference rooms, or the thermostats, when they are a part of your corporate network they can impact your network security posture. IoT penetration testing and security assessments are an important part of understanding the risk these connected devices pose to your organization.

The network penetration testing (pen testing) market is experiencing significant growth as organizations recognize the importance of assessing and strengthening their network security defenses. Network pen testing refers to the process of simulating cyberattacks on a network to identify vulnerabilities and weaknesses, allowing organizations to proactively address and mitigate potential security risks.

One of the key drivers of the network pen testing market is the increasing sophistication and frequency of cyberattacks. As cybercriminals evolve their tactics, organizations need to stay one step ahead by regularly assessing their network security posture. Network pen testing provides a critical evaluation of an organization"s network

infrastructure, identifying vulnerabilities that could be exploited by attackers and allowing organizations to patch or mitigate these weaknesses.

Furthermore, the growing adoption of cloud computing and the increasing reliance on interconnected systems and Internet of Things (IoT) devices is driving the demand for network pen testing. Cloud-based environments, IoT devices, and complex network infrastructures introduce new attack vectors and potential security vulnerabilities. Network pen testing helps organizations identify and address these risks, ensuring the security and integrity of their digital assets.

Another trend in the market is the increasing adoption of automation and artificial intelligence (AI) in network pen testing. Automated pen testing solutions can rapidly identify vulnerabilities and weaknesses, significantly reducing the time and effort required compared to manual testing. Additionally, AI-powered algorithms can analyze vast amounts of data, predict potential attack scenarios, and generate actionable insights to enhance an organization's overall network security.

Furthermore, regulatory compliance requirements are pushing organizations to invest in network pen testing. Many industries, including finance, healthcare, and government, have strict compliance regulations that mandate ongoing security assessments. Network pen testing helps organizations meet these requirements by identifying vulnerabilities and demonstrating proactive measures to protect sensitive data and customer information.

Additionally, the market is witnessing an increased focus on continuous monitoring and testing. Traditional pen testing approaches involve periodic assessments, but as cybersecurity threats constantly evolve, organizations need to take a continuous approach to network security. Continuous network pen testing allows organizations to identify and address vulnerabilities in real-time, ensuring robust and up-to-date security defenses.

Geographically, North America is expected to dominate the network pen testing market due to the presence of major market players and the increasing emphasis on cybersecurity in industries such as finance and technology. However, other regions, including Europe and Asia Pacific, are also experiencing significant market growth driven by evolving cybersecurity regulations and growing awareness of the importance of network security.

In summary, the network pen testing market is growing as organizations prioritize

assessing and strengthening their network security defenses. The increasing sophistication of cyberattacks, the adoption of cloud computing and IoT devices, and compliance requirements are driving market demand. Automation and AI, along with the trend towards continuous testing and monitoring, are shaping the future of network pen testing. North America is leading market growth, but other regions are also experiencing significant developments in the field.

This report is a detailed and comprehensive analysis for global IoT and Internet Aware Pen Testing market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global IoT and Internet Aware Pen Testing market size and forecasts, in consumption value (\$ Million), 2020-2031

Global IoT and Internet Aware Pen Testing market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global IoT and Internet Aware Pen Testing market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global IoT and Internet Aware Pen Testing market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for IoT and Internet Aware Pen Testing

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global IoT and Internet Aware Pen Testing 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 Rapid7(US), Fireeye(US), Micro Focus(UK), IBM(US), Secureworks(US), Sciencesoft (US), Acunetix(US), Netsparkar(UK), Veracode(US), Core Security(US), etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market segmentation

IoT and Internet Aware Pen Testing market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- On-premises
- Cloud

Market segment by Application

- SMEs
- Large enterprises

Market segment by players, this report covers

- Rapid7(US)
- Fireeye(US)
- Micro Focus(UK)
- IBM(US)
- Secureworks(US)
- Sciencesoft (US)
- Acunetix(US)
- Netsparkar(UK)
- Veracode(US)
- Core Security(US)
- Hackerone(US)
- Immuniweb(Switzerland)
- Raxis(US)
- Coalfire Labs(US)
- Rhino Security Labs(US)
- Checkmarx(Israel)
- Port Swigger(England)
- Indium Software(US)
- Netraguard(UK)
- Offensive Security(US)
- Vumeric Cybersecurity(US)

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 and Rest of Asia-Pacific)

South America (Brazil, 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 IoT and Internet Aware Pen Testing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of IoT and Internet Aware Pen Testing, with revenue, gross margin, and global market share of IoT and Internet Aware Pen Testing from 2020 to 2025.

Chapter 3, the IoT and Internet Aware Pen Testing 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025. and IoT and Internet Aware Pen Testing market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of IoT and Internet Aware Pen Testing.

Chapter 13, to describe IoT and Internet Aware Pen Testing research findings and conclusion.

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