

Global Mobile Antivirus Software 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 Mobile Antivirus Software market size was valued at US\$ 121 million in 2024 and is forecast to a readjusted size of USD 135 million by 2031 with a CAGR of 1.6% 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.

This report is a detailed and comprehensive analysis for global Mobile Antivirus Software 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 Mobile Antivirus Software market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Mobile Antivirus Software market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Mobile Antivirus Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Mobile Antivirus Software 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 Mobile Antivirus Software

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 Mobile Antivirus Software 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 AVG AntiVirus, McAfee Mobile Security, Sophos Intercept X for Mobile, Avira Antivirus Security, Avast, Bitdefender Total Security, TotalAV, Norton Mobile Security, Trend Micro Maximum Security, Kaspersky Mobile Antivirus, etc.

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

Market segmentation

Mobile Antivirus Software 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 Based

Market segment by Application

Enterprise

Personal

Market segment by players, this report covers

AVG AntiVirus

McAfee Mobile Security

Sophos Intercept X for Mobile

Avira Antivirus Security

Avast

Bitdefender Total Security

TotalAV

Norton Mobile Security

Trend Micro Maximum Security

Kaspersky Mobile Antivirus

Lookout Mobile Security

Panda Dome Free Antivirus

Trend Micro

Malwarebytes

Symantec

McAfee

Avast Software

ESET

Bitdefender

Fortinet

F-Secure

G DATA Software

Avira

Qihoo 360 Technology

Kaspersky

Tencent

Market segment by regions, regional analysis covers

Global Mobile Antivirus Software Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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 Mobile Antivirus Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Antivirus Software, with revenue, gross margin, and global market share of Mobile Antivirus Software from 2020 to 2025.

Chapter 3, the Mobile Antivirus Software 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 Mobile Antivirus Software 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 Mobile Antivirus Software.

Chapter 13, to describe Mobile Antivirus Software research findings and conclusion.

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