

Global Network Threat Advanced Analytics Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G74F6F69F55EEN.html>

Date: December 2025

Pages: 140

Price: US\$ 3,480.00 (Single User License)

ID: G74F6F69F55EEN

Abstracts

According to our (Global Info Research) latest study, the global Network Threat Advanced Analytics market size was valued at US\$ million in 2025 and is forecast to a readjusted size of US\$ million by 2032 with a CAGR of %during review period.

Network Threat Advanced Analytics refers to a comprehensive analytical system based on network layer and cross-domain security telemetry data. It utilizes a combination of technologies, including artificial intelligence, machine learning, behavioral analysis, statistical modeling, threat intelligence, and correlation analysis, to automatically detect, assess, prioritize, trace, and assist in responding to network threats such as potential malicious activities, abnormal behaviors, covert attack chains, lateral movement, and data leakage. Its core objective is to extract security value from massive amounts of network traffic and logs, compensating for the limitations of traditional feature- and rule-based detection methods in dealing with unknown threats, slow and small attacks, zero-day exploits, and complex cross-domain attack scenarios.

Gross Margin Levels

Advanced cyber threat analytics, primarily based on subscription software and cloud services, generally boasts significantly higher gross margins than traditional hardware security products. Typical vendors like Palo Alto Networks and CrowdStrike have consistently maintained gross margins above 70% in recent years. Palo Alto's overall gross margin has hovered between 71% and 74% in recent years, slightly increasing with platformization and the rise of cloud subscriptions. CrowdStrike's subscription business has consistently maintained a gross margin of approximately 78% to 80%, with its overall gross margin remaining stable at around 74%. For NDR/NTA/XDR

platforms that primarily rely on software subscriptions and have a lower service component, the overall gross margin typically falls within the 70% to 80% range. However, if heavily weighted managed security operations (MDR) and threat hunting services are added, the overall gross margin decreases to the 45% to 60% range due to increased labor costs. Most leading vendors, while continuously investing in AI, big data analytics, and cloud infrastructure, leverage economies of scale to dilute fixed costs, maintaining a healthy operating profit margin (EBIT/EBITDA) of 15-25%. Smaller, pure-service vendors rely more on refined pricing and regionalized delivery; while their gross margins are slightly lower, they still possess considerable profit potential thanks to high-value-added consulting and compliance services. Overall, 'Advanced Cyber Threat Analytics' is a high-margin, high-cash-flow-quality sub-segment within cybersecurity.

Industry Drivers

The core drivers of advanced cyber threat analytics can be summarized as 'attack escalation + architectural complexity + talent shortage + compliance pressure + AI empowerment.' Firstly, the frequency and complexity of APT, ransomware, and supply chain attacks continue to rise. Traditional signature-based firewalls and IDS/IPS struggle to detect covert lateral movement and data leakage in a timely manner, forcing enterprises to shift towards advanced analytics tools based on behavioral and anomaly detection. Secondly, cloud computing, SaaS, remote work, and the Internet of Things (IoT) have completely fragmented enterprise network boundaries, with traffic highly dispersed across data centers, the cloud, the edge, and endpoints. Only by relying on NDR/NTA and other technologies to perform unified modeling and analysis of network-wide telemetry can visibility and trust assessment be reconstructed in a zero-trust architecture. Thirdly, the long-standing global shortage of security talent means many organizations lack sufficient experienced threat hunters, thus relying more on AI/ML-driven automated analysis, alert prioritization, and managed threat hunting services to alleviate alert fatigue and investigation pressure on SOCs. Simultaneously, regulatory agencies in industries such as finance, healthcare, and critical infrastructure are continuously strengthening their requirements for continuous monitoring, incident attribution, and forensics capabilities, directly driving investment in advanced analytics platforms with 'provable compliance.' Finally, cybersecurity vendors themselves are also adopting generative AI and deep learning on a large scale to process massive amounts of network telemetry data, improving threat detection accuracy and automated response capabilities. This technological evolution not only enhances product value but also brings additional upside potential to market revenue and valuation.

This report is a detailed and comprehensive analysis for global Network Threat

Advanced Analytics 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 Network Threat Advanced Analytics market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Network Threat Advanced Analytics market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Network Threat Advanced Analytics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Network Threat Advanced Analytics market shares of main players, in revenue (\$ Million), 2021-2026

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 Network Threat Advanced Analytics

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 Network Threat Advanced Analytics 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 Cisco, Palo Alto Networks, Fortinet, Microsoft, CrowdStrike, Darktrace, Vectra AI, ExtraHop, Verizon Business, Arista Networks, etc.

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

Market segmentation

Network Threat Advanced Analytics market is split by Type and by Application. For the period 2021-2032, 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

Global Threat Type

Specialized Threat Type

Others

Market segment by Deployment Method

On-premise

Cloud-based

Market segment by Service Delivery Model

SaaS Subscription Model

Customized Project Model

Others

Market segment by Application

Financial Services

Government and Public Sector

Healthcare

Others

Market segment by players, this report covers

Cisco

Palo Alto Networks

Fortinet

Microsoft

CrowdStrike

Darktrace

Vectra AI

ExtraHop

Verizon Business

Arista Networks

Trend Micro

IBM Security

Check Point

Trellix

Rapid7

Splunk

Corelight

Gigamon

Stellar Cyber

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 Network Threat Advanced Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Network Threat Advanced Analytics, with revenue, gross margin, and global market share of Network Threat Advanced Analytics from 2021 to 2026.

Chapter 3, the Network Threat Advanced Analytics 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 2021 to 2032.

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 2021 to 2026. and Network Threat Advanced Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Network Threat Advanced Analytics.

Chapter 13, to describe Network Threat Advanced Analytics research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Network Threat Advanced Analytics by Type

1.3.1 Overview: Global Network Threat Advanced Analytics Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Network Threat Advanced Analytics Consumption Value Market Share by Type in 2025

1.3.3 Global Threat Type

1.3.4 Specialized Threat Type

1.3.5 Others

1.4 Classification of Network Threat Advanced Analytics by Deployment Method

1.4.1 Overview: Global Network Threat Advanced Analytics Market Size by Deployment Method: 2021 Versus 2025 Versus 2032

1.4.2 Global Network Threat Advanced Analytics Consumption Value Market Share by Deployment Method in 2025

1.4.3 On-premise

1.4.4 Cloud-based

1.5 Classification of Network Threat Advanced Analytics by Service Delivery Model

1.5.1 Overview: Global Network Threat Advanced Analytics Market Size by Service Delivery Model: 2021 Versus 2025 Versus 2032

1.5.2 Global Network Threat Advanced Analytics Consumption Value Market Share by Service Delivery Model in 2025

1.5.3 SaaS Subscription Model

1.5.4 Customized Project Model

1.5.5 Others

1.6 Global Network Threat Advanced Analytics Market by Application

1.6.1 Overview: Global Network Threat Advanced Analytics Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Financial Services

1.6.3 Government and Public Sector

1.6.4 Healthcare

1.6.5 Others

1.7 Global Network Threat Advanced Analytics Market Size & Forecast

1.8 Global Network Threat Advanced Analytics Market Size and Forecast by Region

1.8.1 Global Network Threat Advanced Analytics Market Size by Region: 2021 VS

2025 VS 2032

- 1.8.2 Global Network Threat Advanced Analytics Market Size by Region, (2021-2032)
- 1.8.3 North America Network Threat Advanced Analytics Market Size and Prospect (2021-2032)
- 1.8.4 Europe Network Threat Advanced Analytics Market Size and Prospect (2021-2032)
- 1.8.5 Asia-Pacific Network Threat Advanced Analytics Market Size and Prospect (2021-2032)
- 1.8.6 South America Network Threat Advanced Analytics Market Size and Prospect (2021-2032)
- 1.8.7 Middle East & Africa Network Threat Advanced Analytics Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 Cisco

- 2.1.1 Cisco Details
- 2.1.2 Cisco Major Business
- 2.1.3 Cisco Network Threat Advanced Analytics Product and Solutions
- 2.1.4 Cisco Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Cisco Recent Developments and Future Plans

2.2 Palo Alto Networks

- 2.2.1 Palo Alto Networks Details
- 2.2.2 Palo Alto Networks Major Business
- 2.2.3 Palo Alto Networks Network Threat Advanced Analytics Product and Solutions
- 2.2.4 Palo Alto Networks Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
- 2.2.5 Palo Alto Networks Recent Developments and Future Plans

2.3 Fortinet

- 2.3.1 Fortinet Details
- 2.3.2 Fortinet Major Business
- 2.3.3 Fortinet Network Threat Advanced Analytics Product and Solutions
- 2.3.4 Fortinet Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
- 2.3.5 Fortinet Recent Developments and Future Plans

2.4 Microsoft

- 2.4.1 Microsoft Details
- 2.4.2 Microsoft Major Business

- 2.4.3 Microsoft Network Threat Advanced Analytics Product and Solutions
- 2.4.4 Microsoft Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
- 2.4.5 Microsoft Recent Developments and Future Plans
- 2.5 CrowdStrike
 - 2.5.1 CrowdStrike Details
 - 2.5.2 CrowdStrike Major Business
 - 2.5.3 CrowdStrike Network Threat Advanced Analytics Product and Solutions
 - 2.5.4 CrowdStrike Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 CrowdStrike Recent Developments and Future Plans
- 2.6 Darktrace
 - 2.6.1 Darktrace Details
 - 2.6.2 Darktrace Major Business
 - 2.6.3 Darktrace Network Threat Advanced Analytics Product and Solutions
 - 2.6.4 Darktrace Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Darktrace Recent Developments and Future Plans
- 2.7 Vectra AI
 - 2.7.1 Vectra AI Details
 - 2.7.2 Vectra AI Major Business
 - 2.7.3 Vectra AI Network Threat Advanced Analytics Product and Solutions
 - 2.7.4 Vectra AI Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 Vectra AI Recent Developments and Future Plans
- 2.8 ExtraHop
 - 2.8.1 ExtraHop Details
 - 2.8.2 ExtraHop Major Business
 - 2.8.3 ExtraHop Network Threat Advanced Analytics Product and Solutions
 - 2.8.4 ExtraHop Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
 - 2.8.5 ExtraHop Recent Developments and Future Plans
- 2.9 Verizon Business
 - 2.9.1 Verizon Business Details
 - 2.9.2 Verizon Business Major Business
 - 2.9.3 Verizon Business Network Threat Advanced Analytics Product and Solutions
 - 2.9.4 Verizon Business Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)
 - 2.9.5 Verizon Business Recent Developments and Future Plans

2.10 Arista Networks

2.10.1 Arista Networks Details

2.10.2 Arista Networks Major Business

2.10.3 Arista Networks Network Threat Advanced Analytics Product and Solutions

2.10.4 Arista Networks Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Arista Networks Recent Developments and Future Plans

2.11 Trend Micro

2.11.1 Trend Micro Details

2.11.2 Trend Micro Major Business

2.11.3 Trend Micro Network Threat Advanced Analytics Product and Solutions

2.11.4 Trend Micro Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Trend Micro Recent Developments and Future Plans

2.12 IBM Security

2.12.1 IBM Security Details

2.12.2 IBM Security Major Business

2.12.3 IBM Security Network Threat Advanced Analytics Product and Solutions

2.12.4 IBM Security Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 IBM Security Recent Developments and Future Plans

2.13 Check Point

2.13.1 Check Point Details

2.13.2 Check Point Major Business

2.13.3 Check Point Network Threat Advanced Analytics Product and Solutions

2.13.4 Check Point Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Check Point Recent Developments and Future Plans

2.14 Trellix

2.14.1 Trellix Details

2.14.2 Trellix Major Business

2.14.3 Trellix Network Threat Advanced Analytics Product and Solutions

2.14.4 Trellix Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Trellix Recent Developments and Future Plans

2.15 Rapid7

2.15.1 Rapid7 Details

2.15.2 Rapid7 Major Business

2.15.3 Rapid7 Network Threat Advanced Analytics Product and Solutions

2.15.4 Rapid7 Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Rapid7 Recent Developments and Future Plans

2.16 Splunk

2.16.1 Splunk Details

2.16.2 Splunk Major Business

2.16.3 Splunk Network Threat Advanced Analytics Product and Solutions

2.16.4 Splunk Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Splunk Recent Developments and Future Plans

2.17 Corelight

2.17.1 Corelight Details

2.17.2 Corelight Major Business

2.17.3 Corelight Network Threat Advanced Analytics Product and Solutions

2.17.4 Corelight Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Corelight Recent Developments and Future Plans

2.18 Gigamon

2.18.1 Gigamon Details

2.18.2 Gigamon Major Business

2.18.3 Gigamon Network Threat Advanced Analytics Product and Solutions

2.18.4 Gigamon Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Gigamon Recent Developments and Future Plans

2.19 Stellar Cyber

2.19.1 Stellar Cyber Details

2.19.2 Stellar Cyber Major Business

2.19.3 Stellar Cyber Network Threat Advanced Analytics Product and Solutions

2.19.4 Stellar Cyber Network Threat Advanced Analytics Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Stellar Cyber Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Network Threat Advanced Analytics Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of Network Threat Advanced Analytics by Company Revenue

3.2.2 Top 3 Network Threat Advanced Analytics Players Market Share in 2025

- 3.2.3 Top 6 Network Threat Advanced Analytics Players Market Share in 2025
- 3.3 Network Threat Advanced Analytics Market: Overall Company Footprint Analysis
 - 3.3.1 Network Threat Advanced Analytics Market: Region Footprint
 - 3.3.2 Network Threat Advanced Analytics Market: Company Product Type Footprint
 - 3.3.3 Network Threat Advanced Analytics Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global Network Threat Advanced Analytics Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Network Threat Advanced Analytics Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global Network Threat Advanced Analytics Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Network Threat Advanced Analytics Market Forecast by Application (2027-2032)

6 NORTH AMERICA

- 6.1 North America Network Threat Advanced Analytics Consumption Value by Type (2021-2032)
- 6.2 North America Network Threat Advanced Analytics Market Size by Application (2021-2032)
- 6.3 North America Network Threat Advanced Analytics Market Size by Country
 - 6.3.1 North America Network Threat Advanced Analytics Consumption Value by Country (2021-2032)
 - 6.3.2 United States Network Threat Advanced Analytics Market Size and Forecast (2021-2032)
 - 6.3.3 Canada Network Threat Advanced Analytics Market Size and Forecast (2021-2032)
 - 6.3.4 Mexico Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Network Threat Advanced Analytics Consumption Value by Type
(2021-2032)

7.2 Europe Network Threat Advanced Analytics Consumption Value by Application
(2021-2032)

7.3 Europe Network Threat Advanced Analytics Market Size by Country

7.3.1 Europe Network Threat Advanced Analytics Consumption Value by Country
(2021-2032)

7.3.2 Germany Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

7.3.3 France Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

7.3.4 United Kingdom Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

7.3.5 Russia Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

7.3.6 Italy Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Network Threat Advanced Analytics Consumption Value by Type
(2021-2032)

8.2 Asia-Pacific Network Threat Advanced Analytics Consumption Value by Application
(2021-2032)

8.3 Asia-Pacific Network Threat Advanced Analytics Market Size by Region

8.3.1 Asia-Pacific Network Threat Advanced Analytics Consumption Value by Region
(2021-2032)

8.3.2 China Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

8.3.3 Japan Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

8.3.4 South Korea Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

8.3.5 India Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

8.3.7 Australia Network Threat Advanced Analytics Market Size and Forecast
(2021-2032)

9 SOUTH AMERICA

9.1 South America Network Threat Advanced Analytics Consumption Value by Type (2021-2032)

9.2 South America Network Threat Advanced Analytics Consumption Value by Application (2021-2032)

9.3 South America Network Threat Advanced Analytics Market Size by Country

9.3.1 South America Network Threat Advanced Analytics Consumption Value by Country (2021-2032)

9.3.2 Brazil Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

9.3.3 Argentina Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Network Threat Advanced Analytics Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Network Threat Advanced Analytics Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Network Threat Advanced Analytics Market Size by Country

10.3.1 Middle East & Africa Network Threat Advanced Analytics Consumption Value by Country (2021-2032)

10.3.2 Turkey Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

10.3.4 UAE Network Threat Advanced Analytics Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 Network Threat Advanced Analytics Market Drivers

11.2 Network Threat Advanced Analytics Market Restraints

11.3 Network Threat Advanced Analytics Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Network Threat Advanced Analytics Industry Chain

12.2 Network Threat Advanced Analytics Upstream Analysis

12.3 Network Threat Advanced Analytics Midstream Analysis

12.4 Network Threat Advanced Analytics Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Network Threat Advanced Analytics Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Network Threat Advanced Analytics Consumption Value by Deployment Method, (USD Million), 2021 & 2025 & 2032

Table 3. Global Network Threat Advanced Analytics Consumption Value by Service Delivery Model, (USD Million), 2021 & 2025 & 2032

Table 4. Global Network Threat Advanced Analytics Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Network Threat Advanced Analytics Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Network Threat Advanced Analytics Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Cisco Company Information, Head Office, and Major Competitors

Table 8. Cisco Major Business

Table 9. Cisco Network Threat Advanced Analytics Product and Solutions

Table 10. Cisco Network Threat Advanced Analytics Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Cisco Recent Developments and Future Plans

Table 12. Palo Alto Networks Company Information, Head Office, and Major Competitors

Table 13. Palo Alto Networks Major Business

Table 14. Palo Alto Networks Network Threat Advanced Analytics Product and Solutions

Table 15. Palo Alto Networks Network Threat Advanced Analytics Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Palo Alto Networks Recent Developments and Future Plans

Table 17. Fortinet Company Information, Head Office, and Major Competitors

Table 18. Fortinet Major Business

Table 19. Fortinet Network Threat Advanced Analytics Product and Solutions

Table 20. Fortinet Network Threat Advanced Analytics Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Microsoft Company Information, Head Office, and Major Competitors

Table 22. Microsoft Major Business

Table 23. Microsoft Network Threat Advanced Analytics Product and Solutions

Table 24. Microsoft Network Threat Advanced Analytics Revenue (USD Million), Gross

Margin and Market Share (2021-2026)

Table 25. Microsoft Recent Developments and Future Plans

Table 26. CrowdStrike Company Information, Head Office, and Major Competitors

Table 27. CrowdStrike Major Business

Table 28. CrowdStrike Network Threat Advanced Analytics Product and Solutions

Table 29. CrowdStrike Network Threat Advanced Analytics Revenue (USD Million),
Gross Margin and Market Share (2021-2026)

Table 30. CrowdStrike Recent Developments and Future Plans

Table 31. Darktrace Company Information, Head Office, and Major Competitors

Table 32. Darktrace Major Business

Table 33. Darktrace Network Threat Advanced Analytics Product and Solutions

Table 34. Darktrace Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 35. Darktrace Recent Developments and Future Plans

Table 36. Vectra AI Company Information, Head Office, and Major Competitors

Table 37. Vectra AI Major Business

Table 38. Vectra AI Network Threat Advanced Analytics Product and Solutions

Table 39. Vectra AI Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 40. Vectra AI Recent Developments and Future Plans

Table 41. ExtraHop Company Information, Head Office, and Major Competitors

Table 42. ExtraHop Major Business

Table 43. ExtraHop Network Threat Advanced Analytics Product and Solutions

Table 44. ExtraHop Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 45. ExtraHop Recent Developments and Future Plans

Table 46. Verizon Business Company Information, Head Office, and Major Competitors

Table 47. Verizon Business Major Business

Table 48. Verizon Business Network Threat Advanced Analytics Product and Solutions

Table 49. Verizon Business Network Threat Advanced Analytics Revenue (USD
Million), Gross Margin and Market Share (2021-2026)

Table 50. Verizon Business Recent Developments and Future Plans

Table 51. Arista Networks Company Information, Head Office, and Major Competitors

Table 52. Arista Networks Major Business

Table 53. Arista Networks Network Threat Advanced Analytics Product and Solutions

Table 54. Arista Networks Network Threat Advanced Analytics Revenue (USD Million),
Gross Margin and Market Share (2021-2026)

Table 55. Arista Networks Recent Developments and Future Plans

Table 56. Trend Micro Company Information, Head Office, and Major Competitors

Table 57. Trend Micro Major Business

Table 58. Trend Micro Network Threat Advanced Analytics Product and Solutions

Table 59. Trend Micro Network Threat Advanced Analytics Revenue (USD Million),
Gross Margin and Market Share (2021-2026)

Table 60. Trend Micro Recent Developments and Future Plans

Table 61. IBM Security Company Information, Head Office, and Major Competitors

Table 62. IBM Security Major Business

Table 63. IBM Security Network Threat Advanced Analytics Product and Solutions

Table 64. IBM Security Network Threat Advanced Analytics Revenue (USD Million),
Gross Margin and Market Share (2021-2026)

Table 65. IBM Security Recent Developments and Future Plans

Table 66. Check Point Company Information, Head Office, and Major Competitors

Table 67. Check Point Major Business

Table 68. Check Point Network Threat Advanced Analytics Product and Solutions

Table 69. Check Point Network Threat Advanced Analytics Revenue (USD Million),
Gross Margin and Market Share (2021-2026)

Table 70. Check Point Recent Developments and Future Plans

Table 71. Trellix Company Information, Head Office, and Major Competitors

Table 72. Trellix Major Business

Table 73. Trellix Network Threat Advanced Analytics Product and Solutions

Table 74. Trellix Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 75. Trellix Recent Developments and Future Plans

Table 76. Rapid7 Company Information, Head Office, and Major Competitors

Table 77. Rapid7 Major Business

Table 78. Rapid7 Network Threat Advanced Analytics Product and Solutions

Table 79. Rapid7 Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 80. Rapid7 Recent Developments and Future Plans

Table 81. Splunk Company Information, Head Office, and Major Competitors

Table 82. Splunk Major Business

Table 83. Splunk Network Threat Advanced Analytics Product and Solutions

Table 84. Splunk Network Threat Advanced Analytics Revenue (USD Million), Gross
Margin and Market Share (2021-2026)

Table 85. Splunk Recent Developments and Future Plans

Table 86. Corelight Company Information, Head Office, and Major Competitors

Table 87. Corelight Major Business

Table 88. Corelight Network Threat Advanced Analytics Product and Solutions

Table 89. Corelight Network Threat Advanced Analytics Revenue (USD Million), Gross

Margin and Market Share (2021-2026)

Table 90. Corelight Recent Developments and Future Plans

Table 91. Gigamon Company Information, Head Office, and Major Competitors

Table 92. Gigamon Major Business

Table 93. Gigamon Network Threat Advanced Analytics Product and Solutions

Table 94. Gigamon Network Threat Advanced Analytics Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. Gigamon Recent Developments and Future Plans

Table 96. Stellar Cyber Company Information, Head Office, and Major Competitors

Table 97. Stellar Cyber Major Business

Table 98. Stellar Cyber Network Threat Advanced Analytics Product and Solutions

Table 99. Stellar Cyber Network Threat Advanced Analytics Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 100. Stellar Cyber Recent Developments and Future Plans

Table 101. Global Network Threat Advanced Analytics Revenue (USD Million) by Players (2021-2026)

Table 102. Global Network Threat Advanced Analytics Revenue Share by Players (2021-2026)

Table 103. Breakdown of Network Threat Advanced Analytics by Company Type (Tier 1, Tier 2, and Tier 3)

Table 104. Market Position of Players in Network Threat Advanced Analytics, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 105. Head Office of Key Network Threat Advanced Analytics Players

Table 106. Network Threat Advanced Analytics Market: Company Product Type Footprint

Table 107. Network Threat Advanced Analytics Market: Company Product Application Footprint

Table 108. Network Threat Advanced Analytics New Market Entrants and Barriers to Market Entry

Table 109. Network Threat Advanced Analytics Mergers, Acquisition, Agreements, and Collaborations

Table 110. Global Network Threat Advanced Analytics Consumption Value (USD Million) by Type (2021-2026)

Table 111. Global Network Threat Advanced Analytics Consumption Value Share by Type (2021-2026)

Table 112. Global Network Threat Advanced Analytics Consumption Value Forecast by Type (2027-2032)

Table 113. Global Network Threat Advanced Analytics Consumption Value by Application (2021-2026)

Table 114. Global Network Threat Advanced Analytics Consumption Value Forecast by Application (2027-2032)

Table 115. North America Network Threat Advanced Analytics Consumption Value by Type (2021-2026) & (USD Million)

Table 116. North America Network Threat Advanced Analytics Consumption Value by Type (2027-2032) & (USD Million)

Table 117. North America Network Threat Advanced Analytics Consumption Value by Application (2021-2026) & (USD Million)

Table 118. North America Network Threat Advanced Analytics Consumption Value by Application (2027-2032) & (USD Million)

Table 119. North America Network Threat Advanced Analytics Consumption Value by Country (2021-2026) & (USD Million)

Table 120. North America Network Threat Advanced Analytics Consumption Value by Country (2027-2032) & (USD Million)

Table 121. Europe Network Threat Advanced Analytics Consumption Value by Type (2021-2026) & (USD Million)

Table 122. Europe Network Threat Advanced Analytics Consumption Value by Type (2027-2032) & (USD Million)

Table 123. Europe Network Threat Advanced Analytics Consumption Value by Application (2021-2026) & (USD Million)

Table 124. Europe Network Threat Advanced Analytics Consumption Value by Application (2027-2032) & (USD Million)

Table 125. Europe Network Threat Advanced Analytics Consumption Value by Country (2021-2026) & (USD Million)

Table 126. Europe Network Threat Advanced Analytics Consumption Value by Country (2027-2032) & (USD Million)

Table 127. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Type (2021-2026) & (USD Million)

Table 128. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Type (2027-2032) & (USD Million)

Table 129. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Application (2021-2026) & (USD Million)

Table 130. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Application (2027-2032) & (USD Million)

Table 131. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Region (2021-2026) & (USD Million)

Table 132. Asia-Pacific Network Threat Advanced Analytics Consumption Value by Region (2027-2032) & (USD Million)

Table 133. South America Network Threat Advanced Analytics Consumption Value by

Type (2021-2026) & (USD Million)

Table 134. South America Network Threat Advanced Analytics Consumption Value by Type (2027-2032) & (USD Million)

Table 135. South America Network Threat Advanced Analytics Consumption Value by Application (2021-2026) & (USD Million)

Table 136. South America Network Threat Advanced Analytics Consumption Value by Application (2027-2032) & (USD Million)

Table 137. South America Network Threat Advanced Analytics Consumption Value by Country (2021-2026) & (USD Million)

Table 138. South America Network Threat Advanced Analytics Consumption Value by Country (2027-2032) & (USD Million)

Table 139. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Type (2021-2026) & (USD Million)

Table 140. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Type (2027-2032) & (USD Million)

Table 141. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Application (2021-2026) & (USD Million)

Table 142. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Application (2027-2032) & (USD Million)

Table 143. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Country (2021-2026) & (USD Million)

Table 144. Middle East & Africa Network Threat Advanced Analytics Consumption Value by Country (2027-2032) & (USD Million)

Table 145. Global Key Players of Network Threat Advanced Analytics Upstream (Raw Materials)

Table 146. Global Network Threat Advanced Analytics Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Network Threat Advanced Analytics Picture
- Figure 2. Global Network Threat Advanced Analytics Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Network Threat Advanced Analytics Consumption Value Market Share by Type in 2025
- Figure 4. Global Threat Type
- Figure 5. Specialized Threat Type
- Figure 6. Others
- Figure 7. Global Network Threat Advanced Analytics Consumption Value by Deployment Method, (USD Million), 2021 & 2025 & 2032
- Figure 8. Global Network Threat Advanced Analytics Consumption Value Market Share by Deployment Method in 2025
- Figure 9. On-premise
- Figure 10. Cloud-based
- Figure 11. Global Network Threat Advanced Analytics Consumption Value by Service Delivery Model, (USD Million), 2021 & 2025 & 2032
- Figure 12. Global Network Threat Advanced Analytics Consumption Value Market Share by Service Delivery Model in 2025
- Figure 13. SaaS Subscription Model
- Figure 14. Customized Project Model
- Figure 15. Others
- Figure 16. Global Network Threat Advanced Analytics Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 17. Network Threat Advanced Analytics Consumption Value Market Share by Application in 2025
- Figure 18. Financial Services Picture
- Figure 19. Government and Public Sector Picture
- Figure 20. Healthcare Picture
- Figure 21. Others Picture
- Figure 22. Global Network Threat Advanced Analytics Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 23. Global Network Threat Advanced Analytics Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 24. Global Market Network Threat Advanced Analytics Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 25. Global Network Threat Advanced Analytics Consumption Value Market Share by Region (2021-2032)

Figure 26. Global Network Threat Advanced Analytics Consumption Value Market Share by Region in 2025

Figure 27. North America Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 28. Europe Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 29. Asia-Pacific Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 30. South America Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 31. Middle East & Africa Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 32. Company Three Recent Developments and Future Plans

Figure 33. Global Network Threat Advanced Analytics Revenue Share by Players in 2025

Figure 34. Network Threat Advanced Analytics Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 35. Market Share of Network Threat Advanced Analytics by Player Revenue in 2025

Figure 36. Top 3 Network Threat Advanced Analytics Players Market Share in 2025

Figure 37. Top 6 Network Threat Advanced Analytics Players Market Share in 2025

Figure 38. Global Network Threat Advanced Analytics Consumption Value Share by Type (2021-2026)

Figure 39. Global Network Threat Advanced Analytics Market Share Forecast by Type (2027-2032)

Figure 40. Global Network Threat Advanced Analytics Consumption Value Share by Application (2021-2026)

Figure 41. Global Network Threat Advanced Analytics Market Share Forecast by Application (2027-2032)

Figure 42. North America Network Threat Advanced Analytics Consumption Value Market Share by Type (2021-2032)

Figure 43. North America Network Threat Advanced Analytics Consumption Value Market Share by Application (2021-2032)

Figure 44. North America Network Threat Advanced Analytics Consumption Value Market Share by Country (2021-2032)

Figure 45. United States Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 46. Canada Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 47. Mexico Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 48. Europe Network Threat Advanced Analytics Consumption Value Market Share by Type (2021-2032)

Figure 49. Europe Network Threat Advanced Analytics Consumption Value Market Share by Application (2021-2032)

Figure 50. Europe Network Threat Advanced Analytics Consumption Value Market Share by Country (2021-2032)

Figure 51. Germany Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 52. France Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 53. United Kingdom Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 54. Russia Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 55. Italy Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 56. Asia-Pacific Network Threat Advanced Analytics Consumption Value Market Share by Type (2021-2032)

Figure 57. Asia-Pacific Network Threat Advanced Analytics Consumption Value Market Share by Application (2021-2032)

Figure 58. Asia-Pacific Network Threat Advanced Analytics Consumption Value Market Share by Region (2021-2032)

Figure 59. China Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 62. India Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia Network Threat Advanced Analytics Consumption Value (2021-2032) & (USD Million)

Figure 65. South America Network Threat Advanced Analytics Consumption Value

Market Share by Type (2021-2032)

Figure 66. South America Network Threat Advanced Analytics Consumption Value

Market Share by Application (2021-2032)

Figure 67. South America Network Threat Advanced Analytics Consumption Value

Market Share by Country (2021-2032)

Figure 68. Brazil Network Threat Advanced Analytics Consumption Value (2021-2032)
& (USD Million)

Figure 69. Argentina Network Threat Advanced Analytics Consumption Value
(2021-2032) & (USD Million)

Figure 70. Middle East & Africa Network Threat Advanced Analytics Consumption Value
Market Share by Type (2021-2032)

Figure 71. Middle East & Africa Network Threat Advanced Analytics Consumption Value
Market Share by Application (2021-2032)

Figure 72. Middle East & Africa Network Threat Advanced Analytics Consumption Value
Market Share by Country (2021-2032)

Figure 73. Turkey Network Threat Advanced Analytics Consumption Value (2021-2032)
& (USD Million)

Figure 74. Saudi Arabia Network Threat Advanced Analytics Consumption Value
(2021-2032) & (USD Million)

Figure 75. UAE Network Threat Advanced Analytics Consumption Value (2021-2032) &
(USD Million)

Figure 76. Network Threat Advanced Analytics Market Drivers

Figure 77. Network Threat Advanced Analytics Market Restraints

Figure 78. Network Threat Advanced Analytics Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Network Threat Advanced Analytics Industrial Chain

Figure 81. Methodology

Figure 82. Research Process and Data Source

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