

Global Next Generation AntiVirus Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G699F92ED87CEN.html>

Date: December 2025

Pages: 116

Price: US\$ 4,480.00 (Single User License)

ID: G699F92ED87CEN

Abstracts

The global Next Generation AntiVirus market size is expected to reach \$ million by 2032, rising at a market growth of %CAGR during the forecast period (2026-2032). Next-generation antivirus software is an intelligent, behavior-driven, and cloud-collaborative endpoint malware protection technology system developed in contrast to traditional signature-based antivirus technologies. NGAV, relying on machine learning, behavioral analysis, threat intelligence, cloud-based big data modeling, and real-time monitoring capabilities, can identify and block malicious behavior even in the absence of signatures, unknown samples, file-less attacks, and multi-stage attack chains. It is one of the core components of modern endpoint protection platforms.

Gross Margin Levels

Next-generation antivirus/modern endpoint security belongs to the typical high-margin SaaS/software sector. On the one hand, the main costs of the products are concentrated in R&D investment and cloud infrastructure, with extremely low marginal costs for a single new endpoint; on the other hand, the subscription model of enterprise customers allows ARR (Average Revenue Expected) to accumulate continuously, resulting in gross margins far higher than traditional hardware and on-premises software. Taking cloud-native NGAV vendors as an example, their disclosed GAAP gross margins in the past two years have typically been in the range of 70%-78%. Although traditional security vendors have more diversified product lines overall, the gross margins of endpoint security/platform businesses also remain high, with overall operating profit margins around 18%-24%. In summary, under the 'pure software + cloud subscription + security platform package' model, the ex-factory/subscription gross margin of the NGAV industry can be roughly considered to be in the range of 65%-80%, with a central value of about 70%-75%. After deducting the high investment in sales and R&D, leading vendors are gradually transitioning from losses to operating profits, while long-tail vendors are still in a growth stage characterized by 'high gross

margins but high expenses.'

Industry Drivers

The core forces driving the continued expansion of the next-generation antivirus market can be summarized into four main lines: threat evolution, architectural changes, IT landscape transformation, and compliance pressures. First, the global cyberattack landscape is becoming increasingly complex, with ransomware, supply chain attacks, fileless attacks, and living-off-the-land techniques constantly proliferating. Traditional signature-based antivirus software is no longer effective against combined attacks of 'zero-day + unsigned + multi-stage,' making NGAV/EPP, based on behavioral analysis, machine learning, and real-time threat intelligence, the 'new standard' for enterprise endpoint security. Second, enterprise IT architectures are rapidly evolving towards cloudification, remote work, and mobility. Endpoint forms are expanding from PCs to mobile devices, virtual desktops, cloud workloads, and IoT/OT devices, leading to an exponential increase in the attack surface. This forces customers to upgrade from single-point antivirus tools to modern endpoint security platforms that combine 'unified cloud management + cross-platform agents + XDR integration.'

This report studies the global Next Generation AntiVirus demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Next Generation AntiVirus, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Next Generation AntiVirus that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Next Generation AntiVirus total market, 2021-2032, (USD Million)

Global Next Generation AntiVirus total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Next Generation AntiVirus total market, key domestic companies, and share, (USD Million)

Global Next Generation AntiVirus revenue by player, revenue and market share 2021-2026, (USD Million)

Global Next Generation AntiVirus total market by Type, CAGR, 2021-2032, (USD Million)

Global Next Generation AntiVirus total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Next Generation AntiVirus 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 Microsoft, CrowdStrike, Trend Micro, Trellix, Palo Alto

Networks, Broadcom, Sophos, Bitdefender, Cisco, VMware Carbon Black, 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 Next Generation AntiVirus 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 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Next Generation AntiVirus Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Next Generation AntiVirus Market, Segmentation by Type:

Behavior and Event-Driven

AI-Driven

Others

Global Next Generation AntiVirus Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global Next Generation AntiVirus Market, Segmentation by User Scale:

Large Enterprise

SMEs

Global Next Generation AntiVirus Market, Segmentation by Application:

Finance and Insurance

Manufacturing

Internet and High Technology

Others

Companies Profiled:

Microsoft

CrowdStrike

Trend Micro

Trellix

Palo Alto Networks

Broadcom

Sophos

Bitdefender

Cisco

VMware Carbon Black

Check Point

Malwarebytes

Fortinet

BlackBerry Cylance

Key Questions Answered

1. How big is the global Next Generation AntiVirus market?
2. What is the demand of the global Next Generation AntiVirus market?
3. What is the year over year growth of the global Next Generation AntiVirus market?
4. What is the total value of the global Next Generation AntiVirus market?
5. Who are the Major Players in the global Next Generation AntiVirus market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Next Generation AntiVirus Introduction
- 1.2 World Next Generation AntiVirus Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Next Generation AntiVirus Total Market by Region (by Headquarter Location)
 - 1.3.1 World Next Generation AntiVirus Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.3 China Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.4 Europe Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.5 Japan Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Next Generation AntiVirus Revenue (2021-2032)
 - 1.3.8 India Based Company Next Generation AntiVirus Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Next Generation AntiVirus Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Next Generation AntiVirus Consumption Value (2021-2032)
- 2.2 World Next Generation AntiVirus Consumption Value by Region
 - 2.2.1 World Next Generation AntiVirus Consumption Value by Region (2021-2026)
 - 2.2.2 World Next Generation AntiVirus Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Next Generation AntiVirus Consumption Value (2021-2032)
- 2.4 China Next Generation AntiVirus Consumption Value (2021-2032)
- 2.5 Europe Next Generation AntiVirus Consumption Value (2021-2032)
- 2.6 Japan Next Generation AntiVirus Consumption Value (2021-2032)
- 2.7 South Korea Next Generation AntiVirus Consumption Value (2021-2032)
- 2.8 ASEAN Next Generation AntiVirus Consumption Value (2021-2032)
- 2.9 India Next Generation AntiVirus Consumption Value (2021-2032)

3 WORLD NEXT GENERATION ANTIVIRUS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Next Generation AntiVirus Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Next Generation AntiVirus Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Next Generation AntiVirus in 2025

3.2.3 Global Concentration Ratios (CR8) for Next Generation AntiVirus in 2025

3.3 Next Generation AntiVirus Company Evaluation Quadrant

3.4 Next Generation AntiVirus Market: Overall Company Footprint Analysis

3.4.1 Next Generation AntiVirus Market: Region Footprint

3.4.2 Next Generation AntiVirus Market: Company Product Type Footprint

3.4.3 Next Generation AntiVirus Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Next Generation AntiVirus Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Next Generation AntiVirus Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Next Generation AntiVirus Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Next Generation AntiVirus Consumption Value Comparison

4.2.1 United States VS China: Next Generation AntiVirus Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Next Generation AntiVirus Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Next Generation AntiVirus Companies and Market Share, 2021-2026

4.3.1 United States Based Next Generation AntiVirus Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Next Generation AntiVirus Revenue, (2021-2026)

4.4 China Based Companies Next Generation AntiVirus Revenue and Market Share, 2021-2026

4.4.1 China Based Next Generation AntiVirus Companies, Company Headquarters

(Province, Country)

4.4.2 China Based Companies Next Generation AntiVirus Revenue, (2021-2026)

4.5 Rest of World Based Next Generation AntiVirus Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Next Generation AntiVirus Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Next Generation AntiVirus Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Next Generation AntiVirus Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Behavior and Event-Driven

5.2.2 AI-Driven

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World Next Generation AntiVirus Market Size by Type (2021-2026)

5.3.2 World Next Generation AntiVirus Market Size by Type (2027-2032)

5.3.3 World Next Generation AntiVirus Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY DEPLOYMENT METHOD

6.1 World Next Generation AntiVirus Market Size Overview by Deployment Method: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Deployment Method

6.2.1 Cloud-based

6.2.2 On-premise

6.3 Market Segment by Deployment Method

6.3.1 World Next Generation AntiVirus Market Size by Deployment Method (2021-2026)

6.3.2 World Next Generation AntiVirus Market Size by Deployment Method (2027-2032)

6.3.3 World Next Generation AntiVirus Market Size Market Share by Deployment Method (2027-2032)

7 MARKET ANALYSIS BY USER SCALE

7.1 World Next Generation AntiVirus Market Size Overview by User Scale: 2021 VS 2025 VS 2032

7.2 Segment Introduction by User Scale

7.2.1 Large Enterprise

7.2.2 SMEs

7.3 Market Segment by User Scale

7.3.1 World Next Generation AntiVirus Market Size by User Scale (2021-2026)

7.3.2 World Next Generation AntiVirus Market Size by User Scale (2027-2032)

7.3.3 World Next Generation AntiVirus Market Size Market Share by User Scale (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Next Generation AntiVirus Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Finance and Insurance

8.2.2 Manufacturing

8.2.3 Internet and High Technology

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Next Generation AntiVirus Market Size by Application (2021-2026)

8.3.2 World Next Generation AntiVirus Market Size by Application (2027-2032)

8.3.3 World Next Generation AntiVirus Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Microsoft

9.1.1 Microsoft Details

9.1.2 Microsoft Major Business

9.1.3 Microsoft Next Generation AntiVirus Product and Services

9.1.4 Microsoft Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Microsoft Recent Developments/Updates

9.1.6 Microsoft Competitive Strengths & Weaknesses

9.2 CrowdStrike

9.2.1 CrowdStrike Details

9.2.2 CrowdStrike Major Business

- 9.2.3 CrowdStrike Next Generation AntiVirus Product and Services
- 9.2.4 CrowdStrike Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 CrowdStrike Recent Developments/Updates
- 9.2.6 CrowdStrike Competitive Strengths & Weaknesses
- 9.3 Trend Micro
 - 9.3.1 Trend Micro Details
 - 9.3.2 Trend Micro Major Business
 - 9.3.3 Trend Micro Next Generation AntiVirus Product and Services
 - 9.3.4 Trend Micro Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Trend Micro Recent Developments/Updates
 - 9.3.6 Trend Micro Competitive Strengths & Weaknesses
- 9.4 Trellix
 - 9.4.1 Trellix Details
 - 9.4.2 Trellix Major Business
 - 9.4.3 Trellix Next Generation AntiVirus Product and Services
 - 9.4.4 Trellix Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Trellix Recent Developments/Updates
 - 9.4.6 Trellix Competitive Strengths & Weaknesses
- 9.5 Palo Alto Networks
 - 9.5.1 Palo Alto Networks Details
 - 9.5.2 Palo Alto Networks Major Business
 - 9.5.3 Palo Alto Networks Next Generation AntiVirus Product and Services
 - 9.5.4 Palo Alto Networks Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Palo Alto Networks Recent Developments/Updates
 - 9.5.6 Palo Alto Networks Competitive Strengths & Weaknesses
- 9.6 Broadcom
 - 9.6.1 Broadcom Details
 - 9.6.2 Broadcom Major Business
 - 9.6.3 Broadcom Next Generation AntiVirus Product and Services
 - 9.6.4 Broadcom Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Broadcom Recent Developments/Updates
 - 9.6.6 Broadcom Competitive Strengths & Weaknesses
- 9.7 Sophos
 - 9.7.1 Sophos Details

- 9.7.2 Sophos Major Business
- 9.7.3 Sophos Next Generation AntiVirus Product and Services
- 9.7.4 Sophos Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
- 9.7.5 Sophos Recent Developments/Updates
- 9.7.6 Sophos Competitive Strengths & Weaknesses
- 9.8 Bitdefender
 - 9.8.1 Bitdefender Details
 - 9.8.2 Bitdefender Major Business
 - 9.8.3 Bitdefender Next Generation AntiVirus Product and Services
 - 9.8.4 Bitdefender Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Bitdefender Recent Developments/Updates
 - 9.8.6 Bitdefender Competitive Strengths & Weaknesses
- 9.9 Cisco
 - 9.9.1 Cisco Details
 - 9.9.2 Cisco Major Business
 - 9.9.3 Cisco Next Generation AntiVirus Product and Services
 - 9.9.4 Cisco Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Cisco Recent Developments/Updates
 - 9.9.6 Cisco Competitive Strengths & Weaknesses
- 9.10 VMware Carbon Black
 - 9.10.1 VMware Carbon Black Details
 - 9.10.2 VMware Carbon Black Major Business
 - 9.10.3 VMware Carbon Black Next Generation AntiVirus Product and Services
 - 9.10.4 VMware Carbon Black Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 VMware Carbon Black Recent Developments/Updates
 - 9.10.6 VMware Carbon Black Competitive Strengths & Weaknesses
- 9.11 Check Point
 - 9.11.1 Check Point Details
 - 9.11.2 Check Point Major Business
 - 9.11.3 Check Point Next Generation AntiVirus Product and Services
 - 9.11.4 Check Point Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Check Point Recent Developments/Updates
 - 9.11.6 Check Point Competitive Strengths & Weaknesses
- 9.12 Malwarebytes

- 9.12.1 Malwarebytes Details
- 9.12.2 Malwarebytes Major Business
- 9.12.3 Malwarebytes Next Generation AntiVirus Product and Services
- 9.12.4 Malwarebytes Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
- 9.12.5 Malwarebytes Recent Developments/Updates
- 9.12.6 Malwarebytes Competitive Strengths & Weaknesses
- 9.13 Fortinet
 - 9.13.1 Fortinet Details
 - 9.13.2 Fortinet Major Business
 - 9.13.3 Fortinet Next Generation AntiVirus Product and Services
 - 9.13.4 Fortinet Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Fortinet Recent Developments/Updates
 - 9.13.6 Fortinet Competitive Strengths & Weaknesses
- 9.14 BlackBerry Cylance
 - 9.14.1 BlackBerry Cylance Details
 - 9.14.2 BlackBerry Cylance Major Business
 - 9.14.3 BlackBerry Cylance Next Generation AntiVirus Product and Services
 - 9.14.4 BlackBerry Cylance Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 BlackBerry Cylance Recent Developments/Updates
 - 9.14.6 BlackBerry Cylance Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Next Generation AntiVirus Industry Chain
- 10.2 Next Generation AntiVirus Upstream Analysis
- 10.3 Next Generation AntiVirus Midstream Analysis
- 10.4 Next Generation AntiVirus Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Next Generation AntiVirus Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Next Generation AntiVirus Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Next Generation AntiVirus Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Next Generation AntiVirus Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Next Generation AntiVirus Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Next Generation AntiVirus Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Next Generation AntiVirus Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Next Generation AntiVirus Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Next Generation AntiVirus Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Next Generation AntiVirus Players in 2025

Table 12. World Next Generation AntiVirus Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Next Generation AntiVirus Company Evaluation Quadrant

Table 14. Head Office of Key Next Generation AntiVirus Players

Table 15. Next Generation AntiVirus Market: Company Product Type Footprint

Table 16. Next Generation AntiVirus Market: Company Product Application Footprint

Table 17. Next Generation AntiVirus Mergers & Acquisitions Activity

Table 18. United States VS China Next Generation AntiVirus Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Next Generation AntiVirus Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Next Generation AntiVirus Companies, Headquarters (States, Country)

Table 21. United States Based Companies Next Generation AntiVirus Revenue, (2021-2026) & (USD Million)

- Table 22. United States Based Companies Next Generation AntiVirus Revenue Market Share (2021-2026)
- Table 23. China Based Next Generation AntiVirus Companies, Headquarters (Province, Country)
- Table 24. China Based Companies Next Generation AntiVirus Revenue, (2021-2026) & (USD Million)
- Table 25. China Based Companies Next Generation AntiVirus Revenue Market Share (2021-2026)
- Table 26. Rest of World Based Next Generation AntiVirus Companies, Headquarters (Province, Country)
- Table 27. Rest of World Based Companies Next Generation AntiVirus Revenue (2021-2026) & (USD Million)
- Table 28. Rest of World Based Companies Next Generation AntiVirus Revenue Market Share (2021-2026)
- Table 29. World Next Generation AntiVirus Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Table 30. World Next Generation AntiVirus Market Size Value by Type (2021-2026) & (USD Million)
- Table 31. World Next Generation AntiVirus Market Size by Type (2027-2032) & (USD Million)
- Table 32. World Next Generation AntiVirus Market Size by Deployment Method, (USD Million), 2021 & 2025 & 2032
- Table 33. World Next Generation AntiVirus Market Size Value by Deployment Method (2021-2026) & (USD Million)
- Table 34. World Next Generation AntiVirus Market Size by Deployment Method (2027-2032) & (USD Million)
- Table 35. World Next Generation AntiVirus Market Size by User Scale, (USD Million), 2021 & 2025 & 2032
- Table 36. World Next Generation AntiVirus Market Size Value by User Scale (2021-2026) & (USD Million)
- Table 37. World Next Generation AntiVirus Market Size by User Scale (2027-2032) & (USD Million)
- Table 38. World Next Generation AntiVirus Market Size by Application, (USD Million), 2021 & 2025 & 2032
- Table 39. World Next Generation AntiVirus Market Size by Application (2021-2026) & (USD Million)
- Table 40. World Next Generation AntiVirus Market Size by Application (2027-2032) & (USD Million)
- Table 41. Microsoft Basic Information, Manufacturing Base and Competitors

- Table 42. Microsoft Major Business
- Table 43. Microsoft Next Generation AntiVirus Product and Services
- Table 44. Microsoft Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. Microsoft Recent Developments/Updates
- Table 46. Microsoft Competitive Strengths & Weaknesses
- Table 47. CrowdStrike Basic Information, Manufacturing Base and Competitors
- Table 48. CrowdStrike Major Business
- Table 49. CrowdStrike Next Generation AntiVirus Product and Services
- Table 50. CrowdStrike Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. CrowdStrike Recent Developments/Updates
- Table 52. CrowdStrike Competitive Strengths & Weaknesses
- Table 53. Trend Micro Basic Information, Manufacturing Base and Competitors
- Table 54. Trend Micro Major Business
- Table 55. Trend Micro Next Generation AntiVirus Product and Services
- Table 56. Trend Micro Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Trend Micro Recent Developments/Updates
- Table 58. Trend Micro Competitive Strengths & Weaknesses
- Table 59. Trellix Basic Information, Manufacturing Base and Competitors
- Table 60. Trellix Major Business
- Table 61. Trellix Next Generation AntiVirus Product and Services
- Table 62. Trellix Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. Trellix Recent Developments/Updates
- Table 64. Trellix Competitive Strengths & Weaknesses
- Table 65. Palo Alto Networks Basic Information, Manufacturing Base and Competitors
- Table 66. Palo Alto Networks Major Business
- Table 67. Palo Alto Networks Next Generation AntiVirus Product and Services
- Table 68. Palo Alto Networks Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Palo Alto Networks Recent Developments/Updates
- Table 70. Palo Alto Networks Competitive Strengths & Weaknesses
- Table 71. Broadcom Basic Information, Manufacturing Base and Competitors
- Table 72. Broadcom Major Business
- Table 73. Broadcom Next Generation AntiVirus Product and Services
- Table 74. Broadcom Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 75. Broadcom Recent Developments/Updates
- Table 76. Broadcom Competitive Strengths & Weaknesses
- Table 77. Sophos Basic Information, Manufacturing Base and Competitors
- Table 78. Sophos Major Business
- Table 79. Sophos Next Generation AntiVirus Product and Services
- Table 80. Sophos Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Sophos Recent Developments/Updates
- Table 82. Sophos Competitive Strengths & Weaknesses
- Table 83. Bitdefender Basic Information, Manufacturing Base and Competitors
- Table 84. Bitdefender Major Business
- Table 85. Bitdefender Next Generation AntiVirus Product and Services
- Table 86. Bitdefender Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Bitdefender Recent Developments/Updates
- Table 88. Bitdefender Competitive Strengths & Weaknesses
- Table 89. Cisco Basic Information, Manufacturing Base and Competitors
- Table 90. Cisco Major Business
- Table 91. Cisco Next Generation AntiVirus Product and Services
- Table 92. Cisco Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Cisco Recent Developments/Updates
- Table 94. Cisco Competitive Strengths & Weaknesses
- Table 95. VMware Carbon Black Basic Information, Manufacturing Base and Competitors
- Table 96. VMware Carbon Black Major Business
- Table 97. VMware Carbon Black Next Generation AntiVirus Product and Services
- Table 98. VMware Carbon Black Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. VMware Carbon Black Recent Developments/Updates
- Table 100. VMware Carbon Black Competitive Strengths & Weaknesses
- Table 101. Check Point Basic Information, Manufacturing Base and Competitors
- Table 102. Check Point Major Business
- Table 103. Check Point Next Generation AntiVirus Product and Services
- Table 104. Check Point Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Check Point Recent Developments/Updates
- Table 106. Check Point Competitive Strengths & Weaknesses
- Table 107. Malwarebytes Basic Information, Manufacturing Base and Competitors

- Table 108. Malwarebytes Major Business
- Table 109. Malwarebytes Next Generation AntiVirus Product and Services
- Table 110. Malwarebytes Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Malwarebytes Recent Developments/Updates
- Table 112. Malwarebytes Competitive Strengths & Weaknesses
- Table 113. Fortinet Basic Information, Manufacturing Base and Competitors
- Table 114. Fortinet Major Business
- Table 115. Fortinet Next Generation AntiVirus Product and Services
- Table 116. Fortinet Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Fortinet Recent Developments/Updates
- Table 118. Fortinet Competitive Strengths & Weaknesses
- Table 119. BlackBerry Cylance Basic Information, Manufacturing Base and Competitors
- Table 120. BlackBerry Cylance Major Business
- Table 121. BlackBerry Cylance Next Generation AntiVirus Product and Services
- Table 122. BlackBerry Cylance Next Generation AntiVirus Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. BlackBerry Cylance Recent Developments/Updates
- Table 124. BlackBerry Cylance Competitive Strengths & Weaknesses
- Table 125. Global Key Players of Next Generation AntiVirus Upstream (Raw Materials)
- Table 126. Global Next Generation AntiVirus Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Next Generation AntiVirus Picture

Figure 2. World Next Generation AntiVirus Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Next Generation AntiVirus Total Revenue (2021-2032) & (USD Million)

Figure 4. World Next Generation AntiVirus Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Next Generation AntiVirus Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Next Generation AntiVirus Revenue (2021-2032) & (USD Million)

Figure 13. Next Generation AntiVirus Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 16. World Next Generation AntiVirus Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 18. China Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 23. India Next Generation AntiVirus Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Next Generation AntiVirus by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Next Generation AntiVirus Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Next Generation AntiVirus Markets in 2025

Figure 27. United States VS China: Next Generation AntiVirus Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Next Generation AntiVirus Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Next Generation AntiVirus Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Next Generation AntiVirus Market Size Market Share by Type in 2025

Figure 31. Behavior and Event-Driven

Figure 32. AI-Driven

Figure 33. Others

Figure 34. World Next Generation AntiVirus Market Size Market Share by Type (2021-2032)

Figure 35. World Next Generation AntiVirus Market Size by Deployment Method, (USD Million), 2021 & 2025 & 2032

Figure 36. World Next Generation AntiVirus Market Size Market Share by Deployment Method in 2025

Figure 37. Cloud-based

Figure 38. On-premise

Figure 39. World Next Generation AntiVirus Market Size Market Share by Deployment Method (2021-2032)

Figure 40. World Next Generation AntiVirus Market Size by User Scale, (USD Million), 2021 & 2025 & 2032

Figure 41. World Next Generation AntiVirus Market Size Market Share by User Scale in 2025

Figure 42. Large Enterprise

Figure 43. SMEs

Figure 44. World Next Generation AntiVirus Market Size Market Share by User Scale (2021-2032)

Figure 45. World Next Generation AntiVirus Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 46. World Next Generation AntiVirus Market Size Market Share by Application in 2025

Figure 47. Finance and Insurance

Figure 48. Manufacturing

Figure 49. Internet and High Technology

Figure 50. Others

Figure 51. World Next Generation AntiVirus Market Size Market Share by Application (2021-2032)

Figure 52. Next Generation AntiVirus Industrial Chain

Figure 53. Methodology

Figure 54. Research Process and Data Source

I would like to order

Product name: Global Next Generation AntiVirus Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/G699F92ED87CEN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G699F92ED87CEN.html>