

Global Next Generation AntiVirus Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Next Generation AntiVirus 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.

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 is a detailed and comprehensive analysis for global Next Generation AntiVirus 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 Next Generation AntiVirus market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Next Generation AntiVirus market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Next Generation AntiVirus market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Next Generation AntiVirus 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 Next Generation AntiVirus

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 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.

Market segmentation

Next Generation AntiVirus 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

Behavior and Event-Driven

AI-Driven

Others

Market segment by Deployment Method

Cloud-based

On-premise

Market segment by User Scale

Large Enterprise

SMEs

Market segment by Application

Finance and Insurance

Manufacturing

Internet and High Technology

Others

Market segment by players, this report covers

Microsoft

CrowdStrike

Trend Micro

Trellix

Palo Alto Networks

Broadcom

Sophos

Bitdefender

Cisco

VMware Carbon Black

Check Point

Malwarebytes

Fortinet

BlackBerry Cylance

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 Next Generation AntiVirus product scope, market overview,

market estimation caveats and base year.

Chapter 2, to profile the top players of Next Generation AntiVirus, with revenue, gross margin, and global market share of Next Generation AntiVirus from 2021 to 2026.

Chapter 3, the Next Generation AntiVirus 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 Next Generation AntiVirus 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 Next Generation AntiVirus.

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