

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

<https://marketpublishers.com/r/G40FED702FD9EN.html>

Date: December 2025

Pages: 139

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

ID: G40FED702FD9EN

## Abstracts

The global Next Generation Cybersecurity market size is expected to reach \$ million by 2032, rising at a market growth of %CAGR during the forecast period (2026-2032).

Next generation cybersecurity is a proactive defense system that integrates artificial intelligence, zero-trust architecture, cloud-native security, and threat intelligence. It no longer relies on traditional perimeter protection but instead uses identity-centric dynamic access control, employing behavioral analysis and AI algorithms to predict, automatically respond to, and adaptively remediate threats. Its core features include: integrated cloud-network-endpoint protection, data security throughout the entire lifecycle, supply chain risk management, and the platformization and service-oriented nature of security capabilities (such as SASE/SSE). Next-generation cybersecurity aims to build resilient, intelligent, and intrinsic security capabilities to address the increasingly complex attack surface, advanced persistent threats, and new risks arising from digital transformation. Next generation cybersecurity costs are highly concentrated on continuous cutting-edge technology R&D (especially AI and cloud-native technologies), salaries for a high-caliber team of security experts, and the operation of a global threat intelligence network. As a typical high-barrier-to-entry service, its gross margins are generally extremely high, often exceeding 80% under the Software as a Service (SaaS) model. The core of its profitability lies in transforming R&D results into scalable, reusable subscription services, achieving extremely low marginal delivery costs, and continuously enhancing customer lifetime value through platform integration.

The global development of next generation cybersecurity exhibits a pattern: North America as the center of technological innovation and market leadership, Europe driven by strong regulation, and the Asia-Pacific region as the core of rapid growth. The United States, leveraging top technology companies and capital investment, is defining standards and ecosystems in cutting-edge fields such as zero trust, AI security, and SASE (Security, Security, and Application) security. Driven by stringent regulations such

as GDPR, the European market focuses on data privacy, compliance solutions, and sovereign cloud security. In the Asia-Pacific region, particularly China, demand is experiencing explosive growth driven by digital transformation, cloud adoption, and national security strategies, with local vendors rapidly emerging in specific areas. Japan, South Korea, and Singapore are investing significantly in financial and critical infrastructure security. The global market is rapidly evolving from product procurement to platform-based, service-oriented security capability subscriptions, and geopolitics is making supply chain security and technological sovereignty focal points of regional competition.

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

This report is a detailed and comprehensive analysis of the world market for Next Generation Cybersecurity, 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 Cybersecurity that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

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

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

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

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

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

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

This report profiles major players in the global Next Generation Cybersecurity 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 Cybergen, Kaspersky Next, Palo Alto Networks, Strobes Security, SentinelOne, CrowdStrike, Cisco Security, Fortinet, Tenable, Zscaler, 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 Cybersecurity 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 Cybersecurity Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Next Generation Cybersecurity Market, Segmentation by Type:

Zero Trust Security

SASE/SSE

Extended Detection and Response

Global Next Generation Cybersecurity Market, Segmentation by Service Model:

Appearance Prototype

Functional Prototype

Global Next Generation Cybersecurity Market, Segmentation by Protected Object:

Data Security and Privacy Computing

Identity and Access Management

Global Next Generation Cybersecurity Market, Segmentation by Application:

Supply Chain

Data Center

Cloud Platform

Internet of Things

Others

**Companies Profiled:**

Cyber??gen

Kaspersky Next

Palo Alto Networks

Strobes Security

SentinelOne

CrowdStrike

Cisco Security

Fortinet

Tenable

Zscaler

Rapid7

Resecurity

Kaspersky

Barracuda Networks

Hillstone Networks

Adaptive Security

Sophos

Snowflake

SonicWall

#### Key Questions Answered

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

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