

Global User & Entity Behavior Analytics Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global User & Entity Behavior Analytics market size is expected to reach \$ 3103 million by 2032, rising at a market growth of 9.4% CAGR during the forecast period (2026-2032).

User & Entity Behavior Analytics is a network security analysis methodology and technology system. It continuously models the behavior of users and entities (such as accounts, hosts, terminals, applications, servers, cloud resources, IoT devices, etc.) to establish a 'normal behavior baseline,' and uses statistical analysis, machine learning, and behavioral correlation analysis to identify anomalous activities deviating from this baseline. The core objective of UEBA is to discover threats that are difficult to detect using traditional rules or signature-based detection methods, such as insider threats, account theft, privilege abuse, lateral movement, and covert data breaches.

Gross Margin Level

The gross margin of the UEBA industry exhibits a clear structural characteristic of 'high for software, medium for services, and hybrid depending on the delivery model': On the one hand, the core value of UEBA comes from software capabilities such as algorithm engines, feature engineering, use case libraries, and data pipelines. Subscription (SaaS/License+Support) usually has high economies of scale. With multi-tenant cloudification, rule and model reuse, and bundled sales with SIEM/XDR platforms, the overall gross margin is commonly in the range of 65%-85%. On the other hand, the implementation still requires delivery work such as data source access, field standardization, identity and asset mapping, alarm parameter tuning, operation manuals and training. The higher the service ratio and the stronger the project-based approach, the lower the gross margin will be to 35%-60%, but it is also easier to form stickiness

and renewals. Grand View also segments the market into a structure of 'Solution-centric, Services-growing' (Solutions have a larger market share, Services have a higher CAGR), corresponding to the industry reality of 'high-margin subscriptions + medium-margin delivery services' running in parallel. The key variable for future gross margins lies in whether vendors can standardize delivery (connectors, content packages, automated parameter tuning) and transform services from one-off projects into reusable managed operations.

Industry Drivers

The growth driver of UEBA essentially comes from the triple superposition of 'more covert attacks + more complex environments + people and identities becoming the main attack surface': As attackers become more adept at bypassing traditional perimeter protection and signature detection, enterprises need to use behavioral baselines to capture low-frequency but high-risk anomalies (such as privilege abuse, lateral movement, and abnormal data downloads). Meanwhile, the widespread adoption of remote work and BYOD, cloud applications and SaaS, and the increase in IoT and connected devices make 'normal behavior' itself more dispersed, making traditional rule-based alerts more difficult to cover. This, in turn, drives the 'learn first, then identify deviations' approach of UEBA to become a necessary capability. Grand View also clearly points out that the expansion of IoT/Web applications/connected devices in industries such as BFSI, healthcare, government, retail, and manufacturing is increasing the demand for more efficient security solutions. At the same time, the platformization trend is binding UEBA with SIEM/XDR, SOAR, and data lakes, forming a stronger purchasing and renewal logic: enterprises want to directly integrate UEBA risk scoring into automated response and handling processes, upgrading from 'anomaly detection' to 'closed-loop loss reduction.' Therefore, the long-term driving force of UEBA is not only 'easier threat detection,' but also 'making threat handling scalable with lower human costs.'

This report studies the global User & Entity Behavior Analytics demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for User & Entity Behavior Analytics, 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 User & Entity Behavior Analytics that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global User & Entity Behavior Analytics total market, 2021-2032, (USD Million)

Global User & Entity Behavior Analytics total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: User & Entity Behavior Analytics total market, key domestic companies, and share, (USD Million)

Global User & Entity Behavior Analytics revenue by player, revenue and market share 2021-2026, (USD Million)

Global User & Entity Behavior Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global User & Entity Behavior Analytics total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global User & Entity Behavior 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 Microsoft, IBM, Palo Alto Networks, Exabeam, Splunk, Check Point, Fortinet, Varonis, Rapid7, Sophos, 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 User & Entity Behavior Analytics 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 User & Entity Behavior Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global User & Entity Behavior Analytics Market, Segmentation by Type:

Distributed Big Data Architecture UEBA

Traditional Architecture UEBA

Global User & Entity Behavior Analytics Market, Segmentation by Functional Integration Perspective:

StandaloneUEBA

Integrated UEBA

Global User & Entity Behavior Analytics Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global User & Entity Behavior Analytics Market, Segmentation by Application:

Financial Industry

Government and Public Utilities

Healthcare Industry

Others

Companies Profiled:

Microsoft

IBM

Palo Alto Networks

Exabeam

Splunk

Check Point

Fortinet

Varonis

Rapid7

Sophos

Trellix

CrowdStrike

Cynet

Google Cloud

Securonix

Gurukul

Netskope

HPE Aruba

Proofpoint

Lookout

Logpoint

Key Questions Answered

1. How big is the global User & Entity Behavior Analytics market?
2. What is the demand of the global User & Entity Behavior Analytics market?
3. What is the year over year growth of the global User & Entity Behavior Analytics market?
4. What is the total value of the global User & Entity Behavior Analytics market?
5. Who are the Major Players in the global User & Entity Behavior Analytics market?
6. What are the growth factors driving the market demand?

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