

Endpoint Security Market Size, Share & Trend Analysis By Component (Solution, Services), By Deployment (Cloud, On-premise), By Enterprise Size (Large Enterprises, SMEs), By Application (BFSI, Healthcare, Retail, IT & Telecom), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global endpoint security market size was valued at USD 37.2 billion in 2025 and is projected to grow from USD 41.6 billion in 2026 to USD 95.9 billion by 2033, at a CAGR of 12.7% from 2026 to 2033. North America held a 34.4% revenue share of the global market in 2025. The industry is growing steadily as organizations focus on protecting laptops, desktops, mobile devices, servers, and connected endpoints from cyber threats.

The trend is attributed to increased digital transformation initiatives and rising cybersecurity awareness across enterprises in the region. Businesses are adopting advanced endpoint protection platforms to defend against ransomware, malware, phishing attacks, and unauthorized access. The growing use of cloud computing, remote work, and connected devices is driving increased demand for endpoint security solutions. Companies are also integrating artificial intelligence and automation to improve threat detection and response capabilities. Endpoint security is becoming a core cybersecurity investment across industries worldwide. The Brazil endpoint security market is emerging as a key contributor to South America's cybersecurity landscape, driven by strong enterprise digitalization and growing investments in cybersecurity infrastructure.

One major growth driver for the endpoint security market is the rising sophistication of

cyberattacks and the growing number of connected business devices. Organizations are shifting from traditional antivirus tools toward AI-powered endpoint detection and response solutions to improve protection. Businesses prefer integrated security solutions that provide visibility across endpoints, cloud environments, and user activities. Moreover, industry partnerships and platform integration strategies are further supporting market growth by helping organizations simplify and strengthen security operations. For instance, in January 2026, Next Dimension and Todyl announced a strategic partnership to strengthen cybersecurity capabilities in the endpoint security market. By combining endpoint detection and response, SIEM, and managed security services into a single platform, the partnership helps mid-sized businesses improve threat detection, reduce security complexity, and strengthen cyber defense with a more unified, scalable security approach. The market is also gaining traction, supported by increasing adoption of cloud-based security solutions and rising demand for enterprise-grade cybersecurity tools.

Technology innovation is also supporting market expansion as vendors continue launching modern endpoint security capabilities. Companies are focusing on automation, behavioral analytics, zero-trust security models, and AI-powered monitoring to strengthen protection systems. Endpoint security platforms are evolving beyond antivirus protection to include broader visibility across devices, applications, browsers, and cloud workloads. Organizations are investing in unified security platforms to reduce complexity and improve operational efficiency. These developments are creating long-term opportunities for endpoint security providers globally. The Brazil endpoint security industry is further benefiting from increasing enterprise cybersecurity modernization initiatives across BFSI, IT, and government sectors.

The endpoint security market is expected to maintain strong growth as businesses continue strengthening their cybersecurity infrastructure against evolving threats. Rising digital transformation initiatives, remote working environments, and increased endpoint connectivity will continue to support market demand. Vendors are expected to focus more on AI-based protection, automation, and integrated cybersecurity ecosystems. Organizations across industries are likely to prioritize endpoint security investments to improve resilience and reduce cyber risks. As cybersecurity challenges increase, endpoint security will remain a critical component of enterprise security strategies. The Argentina endpoint security market is projected to grow steadily over the forecast period, supported by rising awareness of advanced threat protection and regulatory compliance requirements.

Global Endpoint Security Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends across sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global endpoint security market report by component, deployment, enterprise size, application, and region:

Component Outlook (Revenue, USD Billion, 2021 - 2033)

Solution

Antivirus

Application Control

Endpoint Encryption

Endpoint Detection and Response

Firewall

Mobile Security Tools

Others

Services

Consulting

Managed

Training & Support

Deployment Outlook (Revenue, USD Billion, 2021 - 2033)

Cloud

On-premise

Enterprise Size Outlook (Revenue, USD Billion, 2021 - 2033)

Large Enterprises

SMEs

Application Outlook (Revenue, USD Billion, 2021 - 2033)

BFSI

Healthcare

Retail

IT & Telecom

Government & Defense

Industrial

Education

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Southeast Asia

Latin America

Brazil

Middle East & Africa

UAE

Saudi Arabia

South Africa

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