

Passive Authentication Market Size, Share & Trends Analysis Report By Component (Solution, Services), By Deployment, By Organization Size, By Function, By Vertical, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Passive Authentication Market Trends

The global passive authentication market size was estimated at USD 1.64 billion in 2023 and is projected to grow at a CAGR of 22.8% from 2024 to 2030. Traditional password-based authentication is vulnerable to hacking and data breaches. Passive authentication offers a more robust security approach by verifying users based on their inherent characteristics or device behavior, making it difficult for unauthorized access. Various factors, such as increasing demand for enhanced security, growing need for frictionless user experience, stringent data privacy regulations, advancements in biometric technology, and growing awareness of security threats, are primarily driving the market growth. Moreover, the focus on user convenience and the rise of cloud-based solutions are also driving the market forward.

Users are increasingly demanding seamless and convenient login experiences. Passive authentication eliminates the need for remembering and entering complex passwords, improving user experience and satisfaction. Moreover, cloud-based passive authentication solutions are becoming more accessible due to their scalability, cost-effectiveness, and ease of deployment. This makes them accessible to a wider range of organizations. In addition, as cyber threats become more prevalent, organizations are becoming more aware of the need for stronger security measures.

Passive authentication is used to improve security and prevent unauthorized access.

Various regulations such as, General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), mandate strong user authentication to protect sensitive data. Passive authentication can help organizations comply with these regulations. Moreover, biometric authentication, a form of passive authentication, is becoming increasingly sophisticated and reliable. This is leading to wider adoption of passive authentication solutions that utilize fingerprint, facial recognition, or iris scans for user verification. Thus, these factors, combined with the ongoing development of new technologies, are expected to continue fueling the market growth in the forecasted period.

Global Passive Authentication Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global passive authentication market report based on component, deployment, organization size, function, vertical, and region.

Component Outlook (Revenue, USD Million, 2017 - 2030)

Solution

Services

Professional Services

Managed Services

Deployment Outlook (Revenue, USD Million, 2017 - 2030)

Cloud

On-premises

Organization Size Outlook (Revenue, USD Million, 2017 - 2030)

SMEs

Large Enterprises

Function Outlook (Revenue, USD Million, 2017 - 2030)

Compliance Management

Marketing Management

Risk Management

Others

Vertical Outlook (Revenue, USD Million, 2017 - 2030)

BFSI

Government

IT & Telecommunications

Retail and consumer goods

Healthcare

Media and Entertainment

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

UAE

South Africa

KSA

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