

# The 2023 Report on Cyber Securities: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of cyber securities as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Accenture, ACE Group, ADACOM, Airbus Defence and Space, Akamai Technologies, AlgoSec, AlienVault, Alion Science and Technology, Alphabet, Amazon Web Services, Inc., AT&T, Autodesk, Avast, AVG Technologies, BAE Systems, Barracuda Networks, Barbaricum, LLC, Baum, BitDefender, Blue Coat Systems, Boeing Defense, Space & Security, Booz Allen Hamilton, British Airways, Broadcom, Bull, CA Technologies, Capita, Carahsoft Technology, Carbon Black, Centrifly, Check Point Software Technologies, Cisco, Cognizant, CommVerge Solutions, Computer Sciences, CrowdStrike, CSC, Cyber Ark Software, Ltd., CyberPolicy, Darktrace, Deep Root Analytics, Dell, Deloitte, Digital Shadows, DXC Technology Company, EMC Corporation, Equifax, Ernst&Young Global, Ltd., ESET, Exelis, Experian, F5 Networks, Facebook, Finmeccanica, FireEye, Forcepoint, Fortinet, F-Secure, GE, General Dynamics Corporation, Georgia Tech Applied Research Corporation, Google, Guidance Software, Hastings Direct, HCL Technologies, Herjavec Group, Hewlett Packard

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