

Endpoint Security Platforms - A Global Market Overview

<https://marketpublishers.com/r/EA94F0AF843CEN.html>

Date: August 2025

Pages: 493

Price: US\$ 5,490.00 (Single User License)

ID: EA94F0AF843CEN

Abstracts

Global Endpoint Security Platforms Market Trends and Outlook

The global Endpoint Security Platforms market is undergoing a strategic transformation, with total revenues expected to rise from US\$15.8 billion in 2024 to US\$23.9 billion by 2030, registering a robust CAGR of 7.2% during the forecast period. This growth reflects the escalating urgency among enterprises to defend against increasingly complex and persistent cyber threats in an era of distributed workforces, expanded digital footprints, and growing regulatory demands. No longer limited to antivirus or traditional protection, endpoint security is now at the core of enterprise cyber defence strategies, driven by unified platforms that blend prevention, detection, and automated response across all device types.

Key trends shaping the market include the rapid adoption of cloud-native architectures, AI-powered threat detection, and the rise of extended detection and response (XDR) capabilities that integrate endpoint data with telemetry from networks, cloud workloads, and identity platforms. As ransomware, credential abuse, and supply chain attacks intensify, organisations are moving away from siloed tools toward integrated security ecosystems. The convergence of endpoint protection with identity access control, patch management, and device posture assessment is creating new benchmarks for endpoint visibility and resilience. Meanwhile, the demand for simplified management, modular pricing, and zero-touch deployments is influencing product design, especially among mid-sized enterprises and resource-constrained IT teams. As a result, endpoint security is no longer a tactical investment but a foundational pillar in enterprise risk and compliance frameworks.

Leading players in the Endpoint Security Platforms market include Microsoft,

CrowdStrike, Broadcom (Symantec), SentinelOne, and Trend Micro, all of whom offer AI-driven, cloud-native, and XDR-integrated solutions. Other notable vendors such as Sophos, Bitdefender, and ESET are gaining traction in the mid-market through modular offerings and managed detection services.

Endpoint Security Platforms Regional Market Analysis

North America remains the largest regional market for endpoint security platforms, contributing approximately 38% of global revenues in 2024. By 2030, the region is expected to reach US\$8.6 billion. This dominance is primarily driven by mature cybersecurity frameworks, a high density of hybrid and remote work environments, and strict regulatory mandates such as HIPAA, CCPA, and emerging federal zero-trust architecture requirements. The presence of leading vendors like Microsoft, CrowdStrike, and SentinelOne also reinforces strong enterprise adoption in sectors like healthcare, financial services, and government. Asia-Pacific emerges as the fastest-growing region, projected to expand at a CAGR of 9.2% during 2024-2030, attributed to escalating ransomware incidents, especially in industrial sectors, and growing cybersecurity investments across China, India, and Southeast Asia. As digitisation accelerates and critical infrastructure becomes more connected, demand for integrated endpoint detection, response, and management solutions is rising sharply. Vendors offering modular, cloud-native, and AI-integrated platforms are especially well-positioned to capture this demand in cost-sensitive but high-growth economies.

Endpoint Security Platforms Market Analysis by Endpoint Type

Mobile devices represent the largest endpoint type, accounting for roughly 28.2% of the total market in 2024. Their share is expected to climb further as the category grows to US\$7.2 billion by 2030, registering a CAGR of 8.2% during 2024-2030. This leadership is fueled by the rise of remote work, BYOD policies, and the growing use of smartphones and tablets as enterprise productivity tools. The surge in mobile-targeted malware, SMS phishing, and application-level exploits has compelled organizations to prioritize mobile threat defense as a core part of endpoint security strategy. Point-of-sale (POS) terminals emerge as the second-fastest-growing endpoint type, with a CAGR of 7.7%, closely following mobile devices. Growth is being driven by the retail, hospitality, and foodservice sectors, where POS systems are increasingly cloud-connected and vulnerable to targeted intrusions, ransomware, and skimming attacks.

Endpoint Security Platforms Market Analysis by Deployment Type

Cloud-based deployments account for the largest share of the endpoint security platforms market, contributing 62.5% share in 2024 and expected to grow to US\$15.3 billion by 2030, registering a faster CAGR of 7.5% during 2024-2030. This dominant position is a direct result of the growing demand for agility, scalability, and remote manageability, especially in hybrid and remote-first work environments. Enterprises are favoring cloud-native endpoint protection and detection systems to enable seamless updates, real-time analytics, and centralized policy enforcement across globally dispersed users and devices. On-premises deployments, while growing at a slower CAGR of 6.6%, still constitute a significant market segment. This mode of deployment remains relevant in highly regulated sectors such as defense, healthcare, and finance, where data residency, internal compliance controls, and integration with legacy infrastructure continue to shape security architecture decisions.

Endpoint Security Platforms Market Analysis by Company Type

Large enterprises constitute the dominant customer segment, generating around 56.7% of revenues in 2024. These organizations typically operate complex IT environments with high-value assets and broad attack surfaces, necessitating advanced EDR/XDR capabilities, AI-powered analytics, and integrated identity protection. Regulatory compliance, incident response maturity, and proactive threat hunting further reinforce the need for enterprise-grade solutions, often within multi-vendor security ecosystems. Small and mid-sized enterprises (SMEs), while smaller in 2024, are expected to grow faster at a CAGR of 7.6%. This segment's accelerated growth is being fueled by rising awareness of cyber risks, increased targeting by ransomware groups, and the growing availability of simplified, cost-effective endpoint security offerings tailored to resource-constrained IT teams.

Endpoint Security Platforms Market Analysis by Industry Sector

BFSI (Banking, Financial Services, and Insurance) stands out as the largest industry segment, cornering around 21% share in 2024. With rising cyberattacks targeting financial data, digital banking platforms, and remote financial advisors, BFSI organizations are heavily investing in integrated endpoint protection and EDR/XDR solutions to secure distributed assets. Healthcare is the fastest-growing industry segment, expanding at a CAGR of 9% between 2024 and 2030. The surge in connected medical devices, telehealth services, and ransomware attacks targeting hospitals and clinical systems has pushed healthcare organizations to prioritize endpoint resilience. Solutions featuring zero-trust enforcement, device inventory visibility, and HIPAA-aligned audit capabilities are seeing rapid adoption, particularly in North America and

Europe.

Endpoint Security Platforms Market Report Scope

This global report on Endpoint Security Platforms market analyzes the global and regional markets based on Endpoint Type, Deployment Type, Company Type, and Industry Sector for the period 2021-2030 with projections from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Historical Period: 2021-2024

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 30+

Endpoint Security Platforms Market by Geographic Region

North America (The United States, Canada and Mexico)

Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)

Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)

South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)

Middle East & Africa (the United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

Endpoint Security Platforms Market by Endpoint Type

Mobile Devices

Workstations

Servers

Point of Sale Terminals

Other Endpoint Types

Endpoint Security Platforms Market by Deployment Type

Cloud

On-Premises

Endpoint Security Platforms Market by Company Type

Large Enterprises

Small-to-medium Enterprises (SMEs)

Endpoint Security Platforms Market by Industry Sector

Banking, Financial Services, and Insurance (BFSI)

IT & Telecom

Manufacturing

Government

Healthcare

Retail & Ecommerce

Energy & Utilities

Transportation

Education

Other Industry Sectors

Contents

PART A: GLOBAL MARKET PERSPECTIVE

1. EXECUTIVE SUMMARY

A Roundup on Endpoint Security Platforms
Market Segmentation for Endpoint Security Platforms
Endpoint Types
Deployment Types
Company Types
Industry Sectors
Key Trends in Endpoint Security Platforms Market

2. INDUSTRY LANDSCAPE

Global Endpoint Security Platforms Market Outlook
Comprehensive Endpoint Security Platforms Industry Analysis - Growth Drivers and Inhibitors
Growth Drivers
Growth Inhibitors
Market Entry Strategies for Endpoint Security Platforms Industry
Startup Strategies for Endpoint Security Platforms Industry
SWOT Analysis of Endpoint Security Platforms Industry
Strengths
Weaknesses
Opportunities
Threats
Porter's Five Forces Analysis
PESTEL Analysis

3. COMPETITIVE LANDSCAPE

Market Positioning of Key Endpoint Security Platforms Companies
Market Share Analysis of Endpoint Security Platforms Companies
SWOT Analysis of Key Players in the Endpoint Security Platforms Industry
Key Market Players
Acronis
AO Kaspersky Lab

Bitdefender
BlackBerry Limited
Check Point Software Technologies
Cisco Systems Inc.
Comodo Security Solutions Inc.
Coro
CrowdStrike
Cybereason Inc.
Cynet
Deep Instinct
Elastic Security
ESET spol. s r.o.
FireEye Inc.
Forcepoint LLC
Fortinet
F-Secure
IBM Corporation
Malwarebytes
McAfee LLC
Microsoft Corporation
Morphisec
Palo Alto Networks
Panda Security (WatchGuard)
SentinelOne
Seqrite (Quick Heal)
Sophos Group plc
Symantec Corporation (Broadcom)
Trellix
Trend Micro Incorporated
Vipre Security
VMware
Xcitium (formerly Comodo)

4. KEY BUSINESS & PRODUCT TRENDS

5. GLOBAL MARKET OVERVIEW

Global Endpoint Security Platforms Market Overview by Endpoint Type
Endpoint Security Platforms Endpoint Type Market Overview by Global Region

Mobile Devices

Workstations

Servers

Point of Sale Terminals

Other Endpoint Types

Global Endpoint Security Platforms Market Overview by Deployment Type

Endpoint Security Platforms Deployment Type Market Overview by Global Region

Cloud

On-Premises

Global Endpoint Security Platforms Market Overview by Company Type

Endpoint Security Platforms Company Type Market Overview by Global Region

Large Enterprises

Small-to-medium Enterprises (SMEs)

Global Endpoint Security Platforms Market Overview by Industry Sector

Endpoint Security Platforms Industry Sector Market Overview by Global Region

Banking, Financial Services, and Insurance (BFSI)

IT & Telecom

Manufacturing

Government

Healthcare

Retail & Ecommerce

Energy & Utilities

Transportation

Education

Other Industry Sectors

PART B: REGIONAL MARKET PERSPECTIVE

Global Endpoint Security Platforms Market Overview by Geographic Region

REGIONAL MARKET OVERVIEW

6. NORTH AMERICA

North American Endpoint Security Platforms Market Overview by Geographic Region

North American Endpoint Security Platforms Market Overview by Endpoint Type

North American Endpoint Security Platforms Market Overview by Deployment Type

North American Endpoint Security Platforms Market Overview by Company Type

North American Endpoint Security Platforms Market Overview by Industry Sector

Country-wise Analysis of North American Endpoint Security Platforms Market

THE UNITED STATES

- United States Endpoint Security Platforms Market Overview by Endpoint Type
- United States Endpoint Security Platforms Market Overview by Deployment Type
- United States Endpoint Security Platforms Market Overview by Company Type
- United States Endpoint Security Platforms Market Overview by Industry Sector

CANADA

- Canadian Endpoint Security Platforms Market Overview by Endpoint Type
- Canadian Endpoint Security Platforms Market Overview by Deployment Type
- Canadian Endpoint Security Platforms Market Overview by Company Type
- Canadian Endpoint Security Platforms Market Overview by Industry Sector

MEXICO

- Mexican Endpoint Security Platforms Market Overview by Endpoint Type
- Mexican Endpoint Security Platforms Market Overview by Deployment Type
- Mexican Endpoint Security Platforms Market Overview by Company Type
- Mexican Endpoint Security Platforms Market Overview by Industry Sector

7. EUROPE

- European Endpoint Security Platforms Market Overview by Geographic Region
- European Endpoint Security Platforms Market Overview by Endpoint Type
- European Endpoint Security Platforms Market Overview by Deployment Type
- European Endpoint Security Platforms Market Overview by Company Type
- European Endpoint Security Platforms Market Overview by Industry Sector

Country-wise Analysis of European Endpoint Security Platforms Market

GERMANY

- German Endpoint Security Platforms Market Overview by Endpoint Type
- German Endpoint Security Platforms Market Overview by Deployment Type
- German Endpoint Security Platforms Market Overview by Company Type
- German Endpoint Security Platforms Market Overview by Industry Sector

THE UNITED KINGDOM

- United Kingdom Endpoint Security Platforms Market Overview by Endpoint Type
- United Kingdom Endpoint Security Platforms Market Overview by Deployment Type
- United Kingdom Endpoint Security Platforms Market Overview by Company Type
- United Kingdom Endpoint Security Platforms Market Overview by Industry Sector

FRANCE

- French Endpoint Security Platforms Market Overview by Endpoint Type
- French Endpoint Security Platforms Market Overview by Deployment Type
- French Endpoint Security Platforms Market Overview by Company Type

French Endpoint Security Platforms Market Overview by Industry Sector
ITALY

Italian Endpoint Security Platforms Market Overview by Endpoint Type
Italian Endpoint Security Platforms Market Overview by Deployment Type
Italian Endpoint Security Platforms Market Overview by Company Type
Italian Endpoint Security Platforms Market Overview by Industry Sector

THE NETHERLANDS

Dutch Endpoint Security Platforms Market Overview by Endpoint Type
Dutch Endpoint Security Platforms Market Overview by Deployment Type
Dutch Endpoint Security Platforms Market Overview by Company Type
Dutch Endpoint Security Platforms Market Overview by Industry Sector

SPAIN

Spanish Endpoint Security Platforms Market Overview by Endpoint Type
Spanish Endpoint Security Platforms Market Overview by Deployment Type
Spanish Endpoint Security Platforms Market Overview by Company Type
Spanish Endpoint Security Platforms Market Overview by Industry Sector

RUSSIA

Russian Endpoint Security Platforms Market Overview by Endpoint Type
Russian Endpoint Security Platforms Market Overview by Deployment Type
Russian Endpoint Security Platforms Market Overview by Company Type
Russian Endpoint Security Platforms Market Overview by Industry Sector

SWITZERLAND

Swiss Endpoint Security Platforms Market Overview by Endpoint Type
Swiss Endpoint Security Platforms Market Overview by Deployment Type
Swiss Endpoint Security Platforms Market Overview by Company Type
Swiss Endpoint Security Platforms Market Overview by Industry Sector

REST OF EUROPE

Rest of Europe Endpoint Security Platforms Market Overview by Endpoint Type
Rest of Europe Endpoint Security Platforms Market Overview by Deployment Type
Rest of Europe Endpoint Security Platforms Market Overview by Company Type
Rest of Europe Endpoint Security Platforms Market Overview by Industry Sector

8. ASIA-PACIFIC

Asia-Pacific Endpoint Security Platforms Market Overview by Geographic Region
Asia-Pacific Endpoint Security Platforms Market Overview by Endpoint Type
Asia-Pacific Endpoint Security Platforms Market Overview by Deployment Type
Asia-Pacific Endpoint Security Platforms Market Overview by Company Type
Asia-Pacific Endpoint Security Platforms Market Overview by Industry Sector

Country-wise Analysis of Asia-Pacific Endpoint Security Platforms Market

CHINA

- Chinese Endpoint Security Platforms Market Overview by Endpoint Type
- Chinese Endpoint Security Platforms Market Overview by Deployment Type
- Chinese Endpoint Security Platforms Market Overview by Company Type
- Chinese Endpoint Security Platforms Market Overview by Industry Sector

JAPAN

- Japanese Endpoint Security Platforms Market Overview by Endpoint Type
- Japanese Endpoint Security Platforms Market Overview by Deployment Type
- Japanese Endpoint Security Platforms Market Overview by Company Type
- Japanese Endpoint Security Platforms Market Overview by Industry Sector

INDIA

- Indian Endpoint Security Platforms Market Overview by Endpoint Type
- Indian Endpoint Security Platforms Market Overview by Deployment Type
- Indian Endpoint Security Platforms Market Overview by Company Type
- Indian Endpoint Security Platforms Market Overview by Industry Sector

AUSTRALIA

- Australia Endpoint Security Platforms Market Overview by Endpoint Type
- Australia Endpoint Security Platforms Market Overview by Deployment Type
- Australia Endpoint Security Platforms Market Overview by Company Type
- Australia Endpoint Security Platforms Market Overview by Industry Sector

SINGAPORE

- Singaporean Endpoint Security Platforms Market Overview by Endpoint Type
- Singaporean Endpoint Security Platforms Market Overview by Deployment Type
- Singaporean Endpoint Security Platforms Market Overview by Company Type
- Singaporean Endpoint Security Platforms Market Overview by Industry Sector

SOUTH KOREA

- South Korean Endpoint Security Platforms Market Overview by Endpoint Type
- South Korean Endpoint Security Platforms Market Overview by Deployment Type
- South Korean Endpoint Security Platforms Market Overview by Company Type
- South Korean Endpoint Security Platforms Market Overview by Industry Sector

REST OF ASIA-PACIFIC

- Rest of Asia-Pacific Endpoint Security Platforms Market Overview by Endpoint Type
- Rest of Asia-Pacific Endpoint Security Platforms Market Overview by Deployment Type
- Rest of Asia-Pacific Endpoint Security Platforms Market Overview by Company Type
- Rest of Asia-Pacific Endpoint Security Platforms Market Overview by Industry Sector

9. SOUTH AMERICA

South American Endpoint Security Platforms Market Overview by Geographic Region

South American Endpoint Security Platforms Market Overview by Endpoint Type

South American Endpoint Security Platforms Market Overview by Deployment Type

South American Endpoint Security Platforms Market Overview by Company Type

South American Endpoint Security Platforms Market Overview by Industry Sector

Country-wise Analysis of South American Endpoint Security Platforms Market

BRAZIL

Brazilian Endpoint Security Platforms Market Overview by Endpoint Type

Brazilian Endpoint Security Platforms Market Overview by Deployment Type

Brazilian Endpoint Security Platforms Market Overview by Company Type

Brazilian Endpoint Security Platforms Market Overview by Industry Sector

ARGENTINA

Argentine Endpoint Security Platforms Market Overview by Endpoint Type

Argentine Endpoint Security Platforms Market Overview by Deployment Type

Argentine Endpoint Security Platforms Market Overview by Company Type

Argentine Endpoint Security Platforms Market Overview by Industry Sector

COLOMBIA

Colombian Endpoint Security Platforms Market Overview by Endpoint Type

Colombian Endpoint Security Platforms Market Overview by Deployment Type

Colombian Endpoint Security Platforms Market Overview by Company Type

Colombian Endpoint Security Platforms Market Overview by Industry Sector

CHILE

Chilean Endpoint Security Platforms Market Overview by Endpoint Type

Chilean Endpoint Security Platforms Market Overview by Deployment Type

Chilean Endpoint Security Platforms Market Overview by Company Type

Chilean Endpoint Security Platforms Market Overview by Industry Sector

PERU

Peruvian Endpoint Security Platforms Market Overview by Endpoint Type

Peruvian Endpoint Security Platforms Market Overview by Deployment Type

Peruvian Endpoint Security Platforms Market Overview by Company Type

Peruvian Endpoint Security Platforms Market Overview by Industry Sector

REST OF SOUTH AMERICA

Rest of South America Endpoint Security Platforms Market Overview by Endpoint Type

Rest of South America Endpoint Security Platforms Market Overview by Deployment Type

Rest of South America Endpoint Security Platforms Market Overview by Company Type

Rest of South America Endpoint Security Platforms Market Overview by Industry Sector

10. MIDDLE EAST & AFRICA

Middle East & Africa Endpoint Security Platforms Market Overview by Geographic Region

Middle East & Africa Endpoint Security Platforms Market Overview by Endpoint Type

Middle East & Africa Endpoint Security Platforms Market Overview by Deployment Type

Middle East & Africa Endpoint Security Platforms Market Overview by Company Type

Middle East & Africa Endpoint Security Platforms Market Overview by Industry Sector

Country-wise Analysis of Middle East & Africa Endpoint Security Platforms Market

THE UNITED ARAB EMIRATES

United Arab Emirates Endpoint Security Platforms Market Overview by Endpoint Type

United Arab Emirates Endpoint Security Platforms Market Overview by Deployment Type

United Arab Emirates Endpoint Security Platforms Market Overview by Company Type

United Arab Emirates Endpoint Security Platforms Market Overview by Industry Sector

SOUTH AFRICA

South African Endpoint Security Platforms Market Overview by Endpoint Type

South African Endpoint Security Platforms Market Overview by Deployment Type

South African Endpoint Security Platforms Market Overview by Company Type

South African Endpoint Security Platforms Market Overview by Industry Sector

EGYPT

Egyptian Endpoint Security Platforms Market Overview by Endpoint Type

Egyptian Endpoint Security Platforms Market Overview by Deployment Type

Egyptian Endpoint Security Platforms Market Overview by Company Type

Egyptian Endpoint Security Platforms Market Overview by Industry Sector

SAUDI ARABIA

Saudi Arabian Endpoint Security Platforms Market Overview by Endpoint Type

Saudi Arabian Endpoint Security Platforms Market Overview by Deployment Type

Saudi Arabian Endpoint Security Platforms Market Overview by Company Type

Saudi Arabian Endpoint Security Platforms Market Overview by Industry Sector

MOROCCO

Moroccan Endpoint Security Platforms Market Overview by Endpoint Type

Moroccan Endpoint Security Platforms Market Overview by Deployment Type

Moroccan Endpoint Security Platforms Market Overview by Company Type
Moroccan Endpoint Security Platforms Market Overview by Industry Sector

KUWAIT

Kuwaiti Endpoint Security Platforms Market Overview by Endpoint Type
Kuwaiti Endpoint Security Platforms Market Overview by Deployment Type
Kuwaiti Endpoint Security Platforms Market Overview by Company Type
Kuwaiti Endpoint Security Platforms Market Overview by Industry Sector

QATAR

Qatari Endpoint Security Platforms Market Overview by Endpoint Type
Qatari Endpoint Security Platforms Market Overview by Deployment Type
Qatari Endpoint Security Platforms Market Overview by Company Type
Qatari Endpoint Security Platforms Market Overview by Industry Sector

REST OF MIDDLE EAST & AFRICA

Rest of Middle East & Africa Endpoint Security Platforms Market Overview by
Endpoint Type

Rest of Middle East & Africa Endpoint Security Platforms Market Overview by
Deployment Type

Rest of Middle East & Africa Endpoint Security Platforms Market Overview by
Company Type

Rest of Middle East & Africa Endpoint Security Platforms Market Overview by
Industry Sector

PART C: ANNEXURE

RESEARCH METHODOLOGY

FEEDBACK

I would like to order

Product name: Endpoint Security Platforms - A Global Market Overview

Product link: <https://marketpublishers.com/r/EA94F0AF843CEN.html>

Price: US\$ 5,490.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EA94F0AF843CEN.html>