

Antivirus Software Package Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global antivirus software package market size reached US\$ 4.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.0 Billion by 2028, exhibiting a growth rate (CAGR) of 3.4% during 2022-2028.

Antivirus software is a program that protects a computer against malware and cybercriminals. It guards against malicious browser helper objects (BHO), browser hijackers, ransomware, keyloggers, backdoors, rootkits, Trojan horses, worms, malicious layered service providers (LSPs), fraud tools, adware and spyware. Presently, several companies are providing antivirus software packages that scan faster, reduce space consumption, maintain a robust threat library and store malware definitions on the cloud.

The rising dependence on smartphones for conducting digital transactions is increasing the risk of cyber threats. This represents one of the key factors escalating the demand for antivirus software packages to protect against data and security breaches. Apart from this, significant utilization of online banking applications is increasing the installation of antivirus software packages in the banking, financial services and insurance (BFSI) sector to prevent fraudulent activities and ensure secure payment. Moreover, cloud-based antivirus software packages are finding applications in small and medium-sized enterprises (SMEs) as they are convenient and cost-effective.

Furthermore, the key players are providing antivirus software packages with real-time malware scanning. They are also offering additional protection against malicious Uniform Resource Locator (URL), scam and phishing attacks, social engineering techniques, advanced persistent threat (APT) and botnet distributed denial-of-service (DDoS) attacks. Besides this, the growing usage of the internet and the growing e-commerce sector on account of the coronavirus disease (COVID-19) outbreak and consequent lockdowns imposed by governing agencies are influencing the market

positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global antivirus software package market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on device, operating system and end user.

Breakup by Device:

Laptops

Desktops

Others

Breakup by Operating System:

Windows

MAC

Android

Others

Breakup by End User:

Personal

Corporate

Government

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Adaware (Avaquest Group), AhnLab Inc., Avast Software s.r.o., AVG Technologies CZ, Avira Operations GmbH & Co. KG, Bitdefender SRL, BullGuard Limited, F-Secure Oyj, Kaspersky Labs GmbH (Kaspersky Lab Limited), McAfee LLC (TPG Capital and Intel), Microsoft Corporation, Qihoo 360 Technology Co. Ltd., Quick Heal Technologies Ltd. and Symantec Corporation (Broadcom Inc.).

Key Questions Answered in This Report:

How has the global antivirus software package market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global antivirus software package market?

What are the key regional markets?

What is the breakup of the market based on the device?

What is the breakup of the market based on the operating system?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global antivirus software package market and who are the key players?

What is the degree of competition in the industry?

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