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Application Security Market Report by Component (Solution, Services), Type (Web Application Security, Mobile Application Security), Testing Type (Static Application Security Testing (SAST), Dynamic Application Security Testing (DAST), Interactive Application Security Testing (IAST), Runtime Application Self-Protection (RASP)), Deployment Mode (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Industry Vertical (BFSI, Healthcare, IT and Telecom, Manufacturing, Government and Public Sector, Retail and E-Commerce, and Others), and Region 2024-2032

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Abstracts

The global application security market size reached US$ 9.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 32.9 Billion by 2032, exhibiting a growth rate (CAGR) of 14.93% during 2024-2032.

Application security refers to a technique of developing, adding, and analyzing the features present in various apps for preventing security vulnerabilities. It involves authentication, authorization, encryption, and logging as protection layers that aid in eliminating unauthorized third-party access, modifications, and the risk of unusual activities. This, in turn, assists enterprises in ensuring optimal security of the client data, optimizing workflow, and maintaining the application lifecycle. Currently, it is

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commercially available in varying testing types, such as runtime application self-protection (RASP), interactive application security testing (IAST) and dynamic application security testing (DAST).

Application Security Market Trends:
The widespread adoption of flexible, durable, and cost-effective security solutions across various industrial verticals, such as information technology (IT), telecom, e-commerce, banking, financing, serving and insurance (BFSI) and public sectors due to increasing instances of several online fraudulent activities represents the key factor driving the application security market growth. This is further supported by numerous favorable initiatives undertaken by the governments of various countries for strengthening cybersecurity through the incorporation of security identifiers (IDs) for identifying users. In line with this, the sudden deployment of work from home (WFH) and bring your own device (BYOD) corporate model on account of the outbreak of coronavirus disease (COVID-19) pandemic and the consequent implementation of mandatory lockdowns has increased the risks of data vulnerability, which, in turn, is acting as another growth-inducing factor. Moreover, the rising requirement for determining each phase of the software development lifecycle (SDLC) for protecting software and critical data is contributing to the market growth. Apart from this, the extensive utilization of personal, smart devices, including smartphones, laptops, tablets, and smart wearables, for accessing various applications and organization information is creating a positive outlook for the market.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global application security market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, type, testing type, deployment mode, organization size and industry vertical.

Breakup by Component:

Solution
Services

Breakup by Type:

Web Application Security
Mobile Application Security

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Breakup by Testing Type:

Static Application Security Testing (SAST)
Dynamic Application Security Testing (DAST)
Interactive Application Security Testing (IAST)
Runtime Application Self-Protection (RASP)

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Organization Size:

Large Enterprises
Small and Medium-sized Enterprises

Breakup by Industry Vertical:

BFSI
Healthcare
IT and Telecom
Manufacturing
Government and Public Sector
Retail and E-Commerce
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia

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Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Capgemini SE, Checkmarx Ltd., Cisco Systems Inc., Contrast Security Inc., International Business Machines Corporation, Micro Focus International plc, Ntt Security Appsec Solutions Inc. (NTT Ltd.), Oracle Corporation, Qualys Inc., Rapid7, Synopsys Inc. and Veracode.

Key Questions Answered in This Report

1. What was the size of the global application security market in 2023?
2. What is the expected growth rate of the global application security market during 2024-2032?
3. What are the key factors driving the global application security market?
4. What has been the impact of COVID-19 on the global application security market?
5. What is the breakup of the global application security market based on the component?
6. What is the breakup of the global application security market based on the type?
7. What is the breakup of the global application security market based on the testing type?
8. What is the breakup of the global application security market based on the deployment mode?
9. What is the breakup of the global application security market based on the organization size?

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10. What is the breakup of the global application security market based on the industry vertical?
11. What are the key regions in the global application security market?
12. Who are the key players/companies in the global application security market?

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