

# **Data Loss Prevention Market Report by Type (Data Center DLP, Endpoint DLP, Network DLP), Services (Managed Security Services, Training and Education, Consulting, System Integration and Installation, Threat and Risk Assessment), Size (Large Enterprises, Small and Medium-sized Enterprises), Deployment Type (On-premises, Cloud Data Loss Protection), Application (Cloud Storage, Encryption, Policy Standards and Procedures, Web and Email Protection, and Others), Industry (Healthcare, Retail and Logistics, Defense and Intelligence, Public Utilities and Government Bodies, BFSI, IT and Telecom, and Others), and Region 2024-2032**

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## **Abstracts**

The global data loss prevention market size reached US\$ 2.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 11.1 Billion by 2032, exhibiting a growth rate (CAGR) of 19.5% during 2024-2032.

Data loss prevention (DLP) refers to a set of tools and processes used to detect and prevent data breaches, exfiltration, or unauthorized access of sensitive data. It classifies regulated, confidential, and business-critical data; monitors and controls endpoint activities; filters data streams on corporate networks; and regulates data in the cloud. It also helps meet compliance and auditing requirements and identify areas of weakness and anomalies for forensics and incident response. As a result, organizations nowadays

are relying on DLP to protect and secure their data and comply with relevant regulations.

#### Data Loss Prevention Market Trends:

Due to the rapid digitalization of business processes, organizations operating in different industry verticals have become vulnerable to cyberattacks. As these cyberattacks can lead to misuse of confidential data and a huge financial loss, there is a rise in the adoption of DLP software to help organizations defend against illicit data leakage and transfer. Apart from this, it is widely utilized by small and medium-sized enterprises (SMEs) to achieve data visibility, protect personally identifiable information (PII), and enforce security in Bring Your Own Device (BYOD) environments. Moreover, due to the coronavirus disease (COVID-19) outbreak, governing agencies of numerous countries have implemented lockdowns. Consequently, several companies have shifted to remote working models and DLP software to secure mobile workforce and data on remote cloud systems. Besides this, as hospitals collect and store incredible amounts of personal and medical data, research and development (R&D), and intellectual property (IP), DLP is gaining traction in the healthcare sector to safeguard protected health information (PHI). Furthermore, the increasing usage of online banking services is driving the demand for DLP in the banking, financial services, and insurance (BFSI) sector to protect payment card information and customers' sensitive data.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global data loss prevention market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on type, services, size, deployment type, application and industry.

#### Breakup by Type:

Data Center DLP

Endpoint DLP

Network DLP

#### Breakup by Services:

Managed Security Services

Training and Education

Consulting

System Integration and Installation

## Threat and Risk Assessment

### Breakup by Size:

Large Enterprises

Small and Medium-sized Enterprises

### Breakup by Deployment Type:

On-premises

Cloud Data Loss Protection

### Breakup by Application:

Cloud Storage

Encryption

Policy Standards and Procedures

Web and Email Protection

Others

### Breakup by Industry:

Healthcare

Retail and Logistics

Defense and Intelligence

Public Utilities and Government Bodies

BFSI

IT and Telecom

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 competitive landscape of the industry has also been examined along with the profiles of the key players being Absolute Software Corporation, Broadcom Inc., Cisco Systems Inc., Digital Guardian (HelpSystems LLC), Forcepoint, Gtb Technologies Inc., McAfee Corp., Proofpoint Inc., Thales Group, Trend Micro Inc., Trustwave Holdings (Singapore Telecommunications Limited) and Zecurion.

#### Key Questions Answered in This Report

1. What was the size of the global data loss prevention market in 2023?
2. What is the expected growth rate of the global data loss prevention market during 2024-2032?
3. What are the key factors driving the global data loss prevention market?
4. What has been the impact of COVID-19 on the global data loss prevention market?
5. What is the breakup of the global data loss prevention market based on the type?
6. What is the breakup of the global data loss prevention market based on the size?
7. What is the breakup of the global data loss prevention market based on the deployment type?
8. What is the breakup of the global data loss prevention market based on the industry?
9. What are the key regions in the global data loss prevention market?
10. Who are the key players/companies in the global data loss prevention market?

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