

# **Malware Analysis Market Report by Component (Solution, Services), Deployment Model (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium Enterprises), Industry Vertical (Aerospace and Defense, BFSI, Public Sector, Retail, Healthcare, IT and Telecom, Energy and Utilities, Manufacturing, and Others), and Region 2024-2032**

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## **Abstracts**

The global malware analysis market size reached US\$ 9.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 65.0 Billion by 2032, exhibiting a growth rate (CAGR) of 23.3% during 2024-2032. The market is driven by the development of more sophisticated and evasive malware by cybercriminals, maintaining in-house security infrastructure among companies, and large volumes of sensitive data stored by organizations in the cloud.

### **Malware Analysis Market Analysis:**

**Major Market Drivers:** The rising number of cyberattacks, which is catalyzing the demand for malware analysis tools among organizations to mitigate and identify threats swiftly and effectively.

**Key Market Trends:** Nowadays, businesses are highly reliable on SECaaS solutions, as they offer scalable and flexible security services. This also includes malware analysis, which can be scaled as per the needs of organizations at affordable prices.

**Geographical Trends:** North America enjoys the leading position owing to its well-

established and developed cybersecurity market, with many top businesses that specialize in malware analysis.

**Key Players:** Some of the major market players in the malware analysis industry include Broadcom Inc., Check Point Software Technologies Ltd., Cisco Systems Inc., FireEye Inc., Fortinet Inc., Juniper Networks Inc., Kaspersky Lab, McAfee LLC, Palo Alto Networks Inc., Qualys Inc., Sophos Ltd. (Thoma Bravo), and Trend Micro Incorporated, among many others.

**Challenges and Opportunities:** While the market faces challenges, such as keeping pace with rapidly evolving cyber threats, it also encounters opportunities in leveraging AI and machine learning (ML) for more accurate threat detection.

### Malware Analysis Market Trends:

#### Rising demand for security as a service (SECaaS) solution

According to the IMARC Group's report, the global security as a service market reached US\$ 16.6 Billion in 2023. Businesses are highly reliable on SECaaS solutions, as they offer scalable and flexible security services. This also includes malware analysis, which can be scaled as per the needs of organizations at affordable prices. Maintaining in-house security infrastructure is very important for businesses and SECaaS can reduce the costs associated with this infrastructure. This, in turn, is increasing the adoption of advanced malware analysis tools provided as a service. For malware analysis, SECaaS providers rely on cutting-edge technologies, including AI and machine learning (ML). These advanced technologies are highly beneficial for organizations, and they do not have to develop them internally. To ensure that organizations are protected against latest threats, SECaaS can be deployed and updated according to these threats.

#### Growing number of cyberattacks

As per an article published in 2024 on the website of the International Monetary Fund (IMF), the financial sector has suffered more than 20,000 cyberattacks, causing 12-billion-dollar losses over the past 20 years. There is a rise in the number of cyberattacks, which is catalyzing the malware analysis demand among organizations to mitigate and identify threats swiftly and effectively. Businesses are investing heavily on proactive malware analysis, as financial and reputation impact of successful

cyberattacks can be devastating for them. Healthcare, finance, and energy sectors are highly vulnerable to cyberattacks, and so their reliance on specialized malware analysis tools to protect these high-stakes environments is increasing.

### Increasing reliance on cloud computing

Because cloud services are being used widely, there is an increased attack surface, which makes cloud environments appealing to cybercriminals. To monitor and secure cloud infrastructures, advanced malware analysis tools are very important. The complexity of cloud systems due to their several interrelated services and platforms makes malware analysis highly valuable to negotiate this complexity and guarantee complete security. Organizations and cloud providers are jointly responsible for security. Companies need to safeguard their apps and data while suppliers secure the infrastructure, thereby supporting the malware analysis market growth. Moreover, key players operating in the cloud computing market are focusing on acquisition, mergers, and partnerships to expand their customer base. For instance, in 2023, IBM acquired Agyla SAS, a leading cloud professional services firm in France, to expand IBM Consulting's localized cloud expertise for French clients.

### Malware Analysis Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on component, deployment model, organization size, and industry vertical.

### Breakup by Component:

Solution

Services

Solution accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the component. This includes solution and services. According to the report, solution represents the largest segment.

A whole range of tools and functionalities covering every aspect of malware analysis, ranging from detection and prevention to response and remediation, are frequently offered by solutions. Due to the scalability of solutions, businesses can modify their security capabilities as per their demands, size, and expansion. This is more important for companies that are expanding quickly or that work in dynamic settings.

#### Breakup by Deployment Model:

On-premises

Cloud-based

On-premises hold the largest share of the industry

A detailed breakup and analysis of the market based on the deployment model have also been provided in the report. This includes on-premises and cloud-based. According to the report, on-premises account for the largest market share.

To preserve complete control over their sensitive data and guarantee adherence to stringent data security and privacy laws, organizations frequently favor on-premises solutions. This is particularly important for the government, healthcare, and financial sectors. Meeting these regulatory requirements can be made easier with on-premises implementation. Businesses can further integrate malware analysis solutions with their current systems and customize them to meet their own requirements.

#### Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises

Large enterprises represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the organization size. This includes large enterprises and small and medium enterprises. According to the report, large enterprises represent the largest segment.

Large enterprises often have intricate and multi-tiered IT infrastructures with plenty of networks, systems, and endpoints. Because of the important information and assets, they possess, cybercriminals frequently target large organizations. So, they heavily invest in sophisticated malware analysis tools as advanced online threats can be very dangerous to them.

#### Breakup by Industry Vertical:

Aerospace and Defense

BFSI

Public Sector

Retail

Healthcare

IT and Telecom

Energy and Utilities

Manufacturing

Others

BFSI exhibits a clear dominance in the market

A detailed breakup and analysis of the market based on the industry vertical have also been provided in the report. This includes aerospace and defense, BFSI, public sector, retail, healthcare, IT and telecom, energy and utilities, manufacturing, and others. According to the report, BFSI accounts for the largest market share.

The BFSI industry handles extremely important and sensitive data, such as financial transactions, private company information, and personal data. Preventing malware attacks on sensitive data is of utmost importance. Strict legal regulations and compliance standards like PCI DSS, GDPR, and SOX, apply to BFSI firms. In the BFSI industry, the need for sophisticated malware analysis solutions is driven by the rise in

the frequency and sophistication of assaults like phishing and ransomware, which is increasing the malware analysis market revenue.

#### 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

North America leads the market, accounting for the largest malware analysis market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represents the largest regional market for malware analysis.

To safeguard themselves from cyberattacks, corporations and government organizations in North America, especially the US, are implementing sophisticated malware analysis tools. The cybersecurity market in the area is well-established and developed, with many top businesses that specialize in malware analysis. This level of maturity encourages the use of cutting-edge security technologies and innovations. Many of the biggest IT infrastructure providers and technology organizations in the world are based in North America, which is why there is a growing need for advanced malware analysis tools to safeguard sensitive data and assets. In addition, key players in the region are focusing on collaborations and partnerships to accelerate digital transformation. For instance, in 2024, Lenovo and Cisco announced about a global strategic partnership to deliver fully integrated infrastructure and networking solutions designed to accelerate digital transformation for businesses of all sizes.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the malware analysis industry include Broadcom Inc., Check Point Software Technologies Ltd., Cisco Systems Inc., FireEye Inc., Fortinet Inc., Juniper Networks Inc., Kaspersky Lab, McAfee LLC, Palo Alto Networks Inc., Qualys Inc., Sophos Ltd. (Thoma Bravo), and Trend Micro Incorporated.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Leading companies are actively working to provide cutting-edge defenses against ever-more-advanced cyberthreats. These businesses make significant investments in R&D to improve their malware analysis skills, utilizing cutting-edge tools including behavioral analysis, machine learning, and artificial intelligence (ML). They serve a variety of industries, including technology, government, healthcare, and finance, by concentrating on offering complete solutions that cover malware detection, analysis, and response. In order to guarantee smooth communication with security information and event management (SIEM) systems, endpoint detection and response (EDR) platforms, and other security technologies, key companies also place a strong emphasis on integration with current cybersecurity frameworks. Major companies are also introducing advanced security solutions to detect and identify cyberattacks beforehand, which is positively influencing the malware analysis market value. For instance, in 2024, Palo Alto Networks introduced a host of new security solutions that combines the best of machine learning (ML) and deep learning (DL) with the accessibility of generative AI (GenAI) for real-time to deliver AI-powered security that can outpace adversaries and more proactively protect networks and infrastructure.

#### Malware Analysis Market News:

In 2024: Cisco Investments, the global corporate venture investment arm of Cisco, launched a \$1B AI investment fund to bolster the startup ecosystem and expand the development of secure and reliable AI solutions.

In 2024: Palo Alto Networks, the global cybersecurity leader, announced the



launch of its new cloud location in Indonesia. The new cloud location gives Indonesian customers access to the full breadth of Palo Alto Networks security capabilities while helping meet local data residency needs.

### Key Questions Answered in This Report

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

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