

# Mobile Anti-Malware Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global mobile anti-malware market size reached US\$ 8.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 22.3 Billion by 2028, exhibiting a growth rate (CAGR) of 17.9% during 2023-2028.

Mobile anti-malware is a software that protects smartphones from counterproductive programs such as malware, spyware, worms and adware. An anti-malware scans mobile phones for malicious software to keep the system and its data protected. The software is either pre-installed in a device or can be purchased through a cloud service. It is concerned with the prevention of unsolicited and undesirable applications, push messages, viruses, malware short message services and Trojan virus.

Increasing usage of smartphones and the internet is one of the key factors driving the market growth. Since malware gets loaded on a device through the internet, increasing usage of the same exposes a device and heightens the risk of malware attacks. Furthermore, the rising trend of using cloud storage and the Internet of Things (IoT) platforms have enhanced the dependency of users on smartphones, thus making the devices more vulnerable to malware attacks. Malware also attacks through sources that have unauthorized codes such as certain social media websites and e-mail spam. Therefore, cases of personal data-breaches and cloud data breaches are significantly driving the demand for mobile anti-malware programs. Moreover, technological advancements leading to the development of more user-centric features is also favoring the growth of the market. Other factors driving the product demand include rising disposable incomes and growing trend of digitization. The rising adoption rate of Bring

Your Own Device (BYOD) technology among organizations, which necessitates the installation of anti-malware to prevent unauthorized user access and data theft, is also expected to create 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 mobile anti-malware market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on operation system, malware type, user type and vertical.

#### Breakup by Operating System:

- Android OS
- Apple OS
- Windows OS
- BlackBerry OS
- Others

#### Breakup by Malware Type:

- Trojans
- Worms
- Backdoors
- Ransomware
- Others

#### Breakup by User Type:

- Small and Medium Organizations
- Large Organizations
- Individuals

#### Breakup by Vertical:

- BFSI
- Public/Government
- Healthcare
- Retail
- Media and Entertainment

Utilities  
Telecom and IT  
Others

Breakup by Region:

North America  
United States  
Canada  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Argentina  
Colombia  
Chile  
Peru  
Others  
Middle East and Africa  
Turkey  
Saudi Arabia  
Iran  
United Arab Emirates  
Others

### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Ahn Labs, Avast Software, Avira, BitDefender, Doctor Web, Emsisoft, F-Secure, Kaspersky, Lookout Inc., Malwarebytes, McAfee, Microsoft Corporation, Sophos, Symantec, etc.

### Key Questions Answered in This Report:

How has the global mobile anti-malware market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global mobile anti-malware market?

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

What is the breakup of the market based on the malware type?

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

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

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

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

What is the structure of the global mobile anti-malware market and who are the key players?

What is the degree of competition in the market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL MOBILE ANTI-MALWARE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY OPERATING SYSTEM**

- 6.1 Android OS
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Apple OS
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Windows OS

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 BlackBerry OS
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Others
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY MALWARE TYPE**

- 7.1 Trojans
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Worms
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Backdoors
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Ransomware
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY USER TYPE**

- 8.1 Small and Medium Organizations
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Large Organizations
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Individuals
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY VERTICAL**

### **9.1 BFSI**

9.1.1 Market Trends

9.1.2 Market Forecast

### **9.2 Public/ Government**

9.2.1 Market Trends

9.2.2 Market Forecast

### **9.3 Healthcare**

9.3.1 Market Trends

9.3.2 Market Forecast

### **9.4 Retail**

9.4.1 Market Trends

9.4.2 Market Forecast

### **9.5 Media and Entertainment**

9.5.1 Market Trends

9.5.2 Market Forecast

### **9.6 Utilities**

9.6.1 Market Trends

9.6.2 Market Forecast

### **9.7 Telecom and IT**

9.7.1 Market Trends

9.7.2 Market Forecast

### **9.8 Others**

9.8.1 Market Trends

9.8.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### **10.1 North America**

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

### **10.2 Europe**

10.2.1 Germany

10.2.1.1 Market Trends

- 10.2.1.2 Market Forecast
- 10.2.2 France
  - 10.2.2.1 Market Trends
  - 10.2.2.2 Market Forecast
- 10.2.3 United Kingdom
  - 10.2.3.1 Market Trends
  - 10.2.3.2 Market Forecast
- 10.2.4 Italy
  - 10.2.4.1 Market Trends
  - 10.2.4.2 Market Forecast
- 10.2.5 Spain
  - 10.2.5.1 Market Trends
  - 10.2.5.2 Market Forecast
- 10.2.6 Russia
  - 10.2.6.1 Market Trends
  - 10.2.6.2 Market Forecast
- 10.2.7 Others
  - 10.2.7.1 Market Trends
  - 10.2.7.2 Market Forecast
- 10.3 Asia Pacific
  - 10.3.1 China
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 Japan
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 India
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 South Korea
    - 10.3.4.1 Market Trends
    - 10.3.4.2 Market Forecast
  - 10.3.5 Australia
    - 10.3.5.1 Market Trends
    - 10.3.5.2 Market Forecast
  - 10.3.6 Indonesia
    - 10.3.6.1 Market Trends
    - 10.3.6.2 Market Forecast
  - 10.3.7 Others



- 10.3.7.1 Market Trends
- 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Argentina
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
  - 10.4.4 Colombia
    - 10.4.4.1 Market Trends
    - 10.4.4.2 Market Forecast
  - 10.4.5 Chile
    - 10.4.5.1 Market Trends
    - 10.4.5.2 Market Forecast
  - 10.4.6 Peru
    - 10.4.6.1 Market Trends
    - 10.4.6.2 Market Forecast
  - 10.4.7 Others
    - 10.4.7.1 Market Trends
    - 10.4.7.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Turkey
    - 10.5.1.1 Market Trends
    - 10.5.1.2 Market Forecast
  - 10.5.2 Saudi Arabia
    - 10.5.2.1 Market Trends
    - 10.5.2.2 Market Forecast
  - 10.5.3 Iran
    - 10.5.3.1 Market Trends
    - 10.5.3.2 Market Forecast
  - 10.5.4 United Arab Emirates
    - 10.5.4.1 Market Trends
    - 10.5.4.2 Market Forecast
  - 10.5.5 Others
    - 10.5.5.1 Market Trends

#### 10.5.5.2 Market Forecast

### **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

### **12 VALUE CHAIN ANALYSIS**

### **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

### **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Ahn Labs
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
  - 14.3.2 Avast Software
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
    - 14.3.2.3 Financials
  - 14.3.3 Avira
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
    - 14.3.3.3 Financials
    - 14.3.3.4 SWOT Analysis
  - 14.3.4 BitDefender

- 14.3.4.1 Company Overview
- 14.3.4.2 Product Portfolio
- 14.3.4.3 Financials
- 14.3.4.4 SWOT Analysis
- 14.3.5 Doctor Web
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
- 14.3.6 Emsisoft
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
- 14.3.7 F-Secure
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
- 14.3.8 Kaspersky
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
- 14.3.9 Lookout Inc.
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Malwarebytes
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
- 14.3.11 McAfee
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
- 14.3.12 Microsoft Corporation
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials
  - 14.3.12.4 SWOT Analysis
- 14.3.13 Sophos
  - 14.3.13.1 Company Overview
  - 14.3.13.2 Product Portfolio
  - 14.3.13.3 Financials
- 14.3.14 Symantec
  - 14.3.14.1 Company Overview
  - 14.3.14.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Mobile Anti-Malware Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Mobile Anti-Malware Market Forecast: Breakup by Operating System (in Million US\$), 2023-2028

Table 3: Global: Mobile Anti-Malware Market Forecast: Breakup by Malware Type (in Million US\$), 2023-2028

Table 4: Global: Mobile Anti-Malware Market Forecast: Breakup by User Type (in Million US\$), 2023-2028

Table 5: Global: Mobile Anti-Malware Market Forecast: Breakup by Vertical (in Million US\$), 2023-2028

Table 6: Global: Mobile Anti-Malware Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Mobile Anti-Malware Market: Competitive Structure

Table 8: Global: Mobile Anti-Malware Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Mobile Anti-Malware Market: Major Drivers and Challenges

Figure 2: Global: Mobile Anti-Malware Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Mobile Anti-Malware Market: Breakup by Operating System (in %), 2022

Figure 4: Global: Mobile Anti-Malware Market: Breakup by Malware Type (in %), 2022

Figure 5: Global: Mobile Anti-Malware Market: Breakup by User Type (in %), 2022

Figure 6: Global: Mobile Anti-Malware Market: Breakup by Vertical (in %), 2022

Figure 7: Global: Mobile Anti-Malware Market: Breakup by Region (in %), 2022

Figure 8: Global: Mobile Anti-Malware Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 9: Global: Mobile Anti-Malware (Android OS) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Mobile Anti-Malware (Android OS) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Mobile Anti-Malware (Apple OS) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Mobile Anti-Malware (Apple OS) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Mobile Anti-Malware (Windows OS) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Mobile Anti-Malware (Windows OS) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Mobile Anti-Malware (BlackBerry OS) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Mobile Anti-Malware (BlackBerry OS) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Mobile Anti-Malware (Other Operating Systems) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Mobile Anti-Malware (Other Operating Systems) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Mobile Anti-Malware (Trojans) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Mobile Anti-Malware (Trojans) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Mobile Anti-Malware (Worms) Market: Sales Value (in Million US\$), 2017 & 2022

2017 & 2022

Figure 22: Global: Mobile Anti-Malware (Worms) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Mobile Anti-Malware (Backdoors) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Mobile Anti-Malware (Backdoors) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Mobile Anti-Malware (Ransomware) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Mobile Anti-Malware (Ransomware) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Mobile Anti-Malware (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Mobile Anti-Malware (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Mobile Anti-Malware (Small and Medium Organizations) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Mobile Anti-Malware (Small and Medium Organizations) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Mobile Anti-Malware (Large Organizations) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Mobile Anti-Malware (Large Organizations) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Mobile Anti-Malware (Individuals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Mobile Anti-Malware (Individuals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Mobile Anti-Malware (BFSI) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Mobile Anti-Malware (BFSI) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Mobile Anti-Malware (Public/Government) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Mobile Anti-Malware (Public/Government) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Mobile Anti-Malware (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: Mobile Anti-Malware (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Global: Mobile Anti-Malware (Retail) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Global: Mobile Anti-Malware (Retail) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Global: Mobile Anti-Malware (Media and Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Global: Mobile Anti-Malware (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Global: Mobile Anti-Malware (Utilities) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Global: Mobile Anti-Malware (Utilities) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Global: Mobile Anti-Malware (Telecom and IT) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Global: Mobile Anti-Malware (Telecom and IT) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Global: Mobile Anti-Malware (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Global: Mobile Anti-Malware (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: North America: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: North America: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: United States: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: United States: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Canada: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Canada: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Europe: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Europe: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Germany: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Germany: Mobile Anti-Malware Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 61: France: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: France: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: United Kingdom: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: United Kingdom: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Italy: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Italy: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Spain: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Spain: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Russia: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Russia: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Others: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Others: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Asia Pacific: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Asia Pacific: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: China: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: China: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Japan: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Japan: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: India: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: India: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$),



2023-2028

Figure 81: South Korea: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: South Korea: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Australia: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Australia: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Indonesia: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Indonesia: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 87: Others: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 88: Others: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 89: Latin America: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 90: Latin America: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 91: Brazil: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 92: Brazil: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 93: Mexico: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 94: Mexico: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 95: Argentina: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 96: Argentina: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 97: Colombia: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 98: Colombia: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 99: Chile: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 100: Chile: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 101: Peru: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 102: Peru: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 103: Others: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 104: Others: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 105: Middle East and Africa: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 106: Middle East and Africa: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 107: Turkey: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 108: Turkey: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 109: Saudi Arabia: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 110: Saudi Arabia: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 111: Iran: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 112: Iran: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 113: United Arab Emirates: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 114: United Arab Emirates: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 115: Others: Mobile Anti-Malware Market: Sales Value (in Million US\$), 2017 & 2022

Figure 116: Others: Mobile Anti-Malware Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 117: Global: Mobile Anti-Malware Industry: SWOT Analysis

Figure 118: Global: Mobile Anti-Malware Industry: Value Chain Analysis

Figure 119: Global: Mobile Anti-Malware Industry: Porter's Five Forces Analysis

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