

Mobile Anti-Malware Market Report by Operating System (Android OS, Apple OS, Windows OS, BlackBerry OS, and Others), Malware Type (Trojans, Worms, Backdoors, Ransomware, and Others), User Type (Small and Medium Organizations, Large Organizations, Individuals), Vertical (BFSI, Public/Government, Healthcare, Retail, Media and Entertainment, Utilities, Telecom and IT, and Others), and Region 2024-2032

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Abstracts

The global mobile anti-malware market size reached US\$ 9.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 37.7 Billion by 2032, exhibiting a growth rate (CAGR) of 15.7% during 2024-2032.

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 2024-2032. 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?

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