

# **Open Source Intelligence Market Report by Source Type (Media, Internet, Public and Government Data, Professional and Academic Publications, Commercial, and Others), Technique (Text Analytics, Video Analytics, Social Media Analytics, Geospatial Analytics, Security Analytics, and Others), End User (Government Intelligence Agencies, Military and Defense Intelligence Agencies, Cyber Security Organizations, Law Enforcement Agencies, Private Specialized Business, Financial Services, and Others), and Region 2024-2032**

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## **Abstracts**

The global open source intelligence market size reached US\$ 12.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 51.7 Billion by 2032, exhibiting a growth rate (CAGR) of 16.77% during 2024-2032. The market for open source intelligence is driven by an increasing number of cyber security threats, significant expansion of e-commerce and online platforms channels, and the implementation of AI security solutions to enrich decision-making processes and address risks within the evolving digital environment.

Open Source Intelligence Market Analysis:

Major Market Drivers: The rising number of cyber threats, a range of technological breakthroughs, including artificial intelligence and big data analytics which increase the capabilities of OSINT platforms, and tough

regulatory compliance demands, especially in industries like banking and healthcare, prompt businesses to use OSINT tools to bolster data security.

**Key Market Trends:** The key trends in the market include the incorporation of AI, machine learning, and natural language processing technologies into OSINT solutions to help companies analyze data and obtain relevant insights better. The growing focus on dark web monitoring due to the surge of cybercriminal activities will spawn OSINT solutions for monitoring underground forums.

**Geographical Trends:** The North America currently leads the market primarily owing to the highly developed technological infrastructure that already exists, robust economic development, and substantial investments in research and development. Besides, the market in Europe is driven by data protection due to GDPR, which created the demand for the OSINT tool in terms of data compliance and data security.

**Competitive Landscape:** Some of the major market players in the open source intelligence industry include Cellebrite (Sun Corporation), Dassault Systèmes, Expert.AI, Hensoldt AG, Hyland Software Inc., IPS S.p.A., Maltego Technologies GmbH, OffSec Services Limited, Palantir Technologies Inc., Recorded Future Inc., Thales Group, among many others.

**Challenges and Opportunities:** The challenge is filtering vast amounts of information that is relevant and reliable. For OSINT suppliers, striking the right balance between data privacy considerations and the desire for broad data collection may be challenging. Opportunities include increasing interest in OSINT solutions for innovation, threats like dark web monitoring, threat intelligence, and proactive cybersecurity. The enforcement may be a significant opportunity for OSINT providers to offer compliance-focused solutions and increase their overall market penetration.

## Open Source Intelligence Market Trends:

### Increasing Cyber Threats

Cyber threats are growing due to the advancements in technology and rising digital interconnectivity. Hackers, state-backed agents, and cybercriminals continue to adapt their strategies to exploit weaknesses in networks, systems, and applications. For

instance, in May 2023, Meta, Facebook's parent company, was fined \$1.2 billion and ordered to stop the transfer of user data from the European Union (EU) to the United States (US). This fine was levied by Ireland's Data Protection Commission (DPC), which is in charge of Meta's activity across the European Union (EU) and happens to be a record punishment for transgressing the EU's General Data Protection Regulation (GDPR) in 2023. Therefore, the incorporation of open-source Intelligence helps collect and evaluate information that is in the public domain and retrieved from diverse online sources such as forums, news outlets, and social media, which contributes to the open source intelligence market growth.

### Expansion of E-commerce and Online Retail

The exponential growth of e-commerce and online retail has completely revolutionized the way we shop and transact as customers and retail businesses. Although e-commerce makes it easy for customers to shop from the comfort of their homes, digital transactions have increased significantly. The global e-commerce market size increased to \$USD 21.1 trillion in 2023. The market is expected to increase further to \$USD 183.8 trillion by 2032, according to IMARC GROUP, and the market compound annual growth rate from 2024 to 2032 is projected at 27.16%. Moreover, the increasing volumes and complexity of transactions have compelled players in the retail industry to adopt artificial intelligence-based AI security solutions to protect their digital assets. These solutions use AI algorithms to learn from and identify unusual patterns, identify fraud, and prevent unauthorized access in real-time, thus contributing to the open source intelligence market revenue.

### Implementation of AI in Security Solutions

Artificial Intelligence implementation into security solutions is a real game-changer in how organizations perceive and react to cyber threats. Nowadays, traditional measures, including firewalls and antivirus software, prove to be insufficient against the intricate web of tactics used by cyber adversaries. As per the cloud security alliance, 63% of security professionals believe in the potential of AI to boost security measures, especially improved threat detection and response procedures. These systems use machine learning algorithms that are continuously fed with data, allowing them to learn from it, adjust to the threats on the horizon, and react in real-time autonomously to various types of incidents. Consequently, various industries are investing in innovative technologies and approaches aimed at securing digital assets and preserving the integrity of critical infrastructures, which is positively increasing open source intelligence market demand.

## Open Source Intelligence 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 source type, technique, and end user.

### Breakup by Source Type:

Media

Internet

Public and Government Data

Professional and Academic Publications

Commercial

Others

Media accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the source type. This includes media, internet, public and government data, professional and academic publications, commercial, and others. According to the report, the media represented the largest segment.

The media sector includes television, radio, newspapers, magazines, and digitally hosted news channels. The extensive given channels provide invaluable information on public discourse, popular trends, and social dynamics. Researchers rely on virtually limitless channels as sources of real-time consumer statistics, market dynamics, and public reaction. The availability of platforms that differ from massive and particular channels enables a general understanding of the market condition. Besides this, the media sector is easy to access, updated every minute, and generally covers all the happenings in the world hence the most reliable of all sources.

### Breakup by Technique:

Text Analytics

Video Analytics

Social Media Analytics

Geospatial Analytics

Security Analytics

Others

Security analytics holds the largest share of the industry

A detailed breakup and analysis of the market based on the technique have also been provided in the report. This includes text analytics, video analytics, social media analytics, geospatial analytics, security analytics, and others. According to the report, security analytics accounted for the largest market share.

Security analytics is the largest market due to the need to protect digital assets and information that broadens our connected world. It is responsible for collecting, analyzing, and interpreting security data to identify potential threats, vulnerabilities, and breaches. It is a combination of machine learning, statistical analysis, and pattern recognition used to provide real-time monitoring, threat detection, and incident response. Besides this, the rising demand for security analytics responds to the growing complexity of cyber threats and IT environments. For instance, in November 2023, Brightside AI, a Software as a Service platform focused on supporting teams in their fight against genAI-powered social-engineering cyberattacks, is proud to announce the successful completion of a \$1M deal with Social Links, a tech investor solely focused on creating OSINT infrastructure. The latter is represented by an OSINT platform that unites more than 500 open sources of information and drastically accelerates an organization's work with other people's data, done in the open data framework. As part of the deal, Brightside will gain extended access to the Social Links platform for the next five years to optimize the artificial intelligence powered LLM models based on human data search engines for effective use of real-world examples.

Breakup by End User:

Government Intelligence Agencies

Military and Defense Intelligence Agencies

Cyber Security Organizations

Law Enforcement Agencies

Private Specialized Business

Financial Services

Others

Cyber security organizations represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end user. This includes government intelligence agencies, military and defense intelligence agencies, cyber security organizations, law enforcement agencies, private specialized business, financial services, and others. According to the report, cyber security organizations represented the largest segment.

Cyber security organizations are protecting digital infrastructure, networks, and data from online threats and attacks. It is highly visible due to the increase in the number and multiplicity of cyber threats, necessitating greater security protections and constant vigilance. Moreover, cyber security organizations attempt to detect exposures, prevent violations, and mitigate exposure using various technologies and approaches, including threat intelligence, security analytics, and intrusion detection systems. Besides this, in November 2021, NICE Actimize, a NICE business, unveiled its IFM-X Dark Web Intelligence solution, which delivers broad coverage of the Dark and Deep Web, malware networks, private messaging platforms, and clandestine fraudster infrastructure and communities, aiding FSOs in combating the widespread challenges of identifying active fraud and account takeover (ATO) threats. As the amount of data positioned on the Dark Web continues to surge, financial service organizations (FSOs) simultaneously experience more complex fraud that is harder to detect and prevent. Currently, cyber security is a top issue for all aspects of the economy due to the increasing use of digital technology, which is driving the open-source intelligence market growth.

**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 open source intelligence 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); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, 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 open-source intelligence.

North America, is known for its very advanced technological ecosystem, strong economic growth pace, and a deep commitment to innovation. It covers mainly the United States and Canada and is a leader across a broad spectrum of industries, including technology, finance, healthcare, and consumer goods. North America's economy is characterized by the high buying power of consumers and the quick assimilation of new technologies, which makes it a very attractive market for digital services, advanced analytics, and cybersecurity. For instance, on February 15, 2024, Leidos, a FORTUNE 500 science and technology leader with a significant footprint, is pleased to announce the firm was awarded a new task order contract by the United States Defense Intelligence Agency's (DIA) Science & Technology (S&T) Directorate. Leidos will design and implement a Tasking, Collection, Processing, Exploitation, and Dissemination (TCPED) system for the DIA's Open Source Intelligence Integration Center (OSIC) based on this agreement. Thus, the shifting expectations of diverse, wealthy, and very digitally-savvy clients offer steady growth and a lot of opportunities to companies of various industries, which is positively influencing the open source intelligence market outlook.



## Competitive Landscape:

The open source intelligence 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 open-source intelligence industry include Cellebrite (Sun Corporation), Dassault Systèmes, Expert.AI, Hensoldt AG, Hyland Software Inc., IPS S.p.A., Maltego Technologies GmbH, OffSec Services Limited, Palantir Technologies Inc., Recorded Future Inc., and Thales Group.

(Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.)

Leading players are extensively working on innovation and expansion in the domain to meet the growing advanced analytics and data extraction needs from publicly available sources. They utilize cutting-edge technologies such as artificial intelligence, machine learning, and natural language processing to analyze data from multiple sources, including social media, websites, publicly accessible government records, and professional publications. For instance, in February 2024, ShadowDragon won the 2024 Best Practices Award for Entrepreneurial Company of the Year awarded by Frost & Sullivan in the Global OSINT industry. The firm believes that building trust is an essential aspect of the OSINT cyber threat intelligence sector, as the firm states that trust is a factor in the OSINT sector as it offers an effective and robust relationship with its customers. These efforts positively impact the open-source intelligence market forecast.

## Open Source Intelligence Market News:

March 24 2022: N.J., NICE Actimize, a NICE company, announced that its IFM-X Dark Web Intelligence and New Account Fraud solutions secured the Fraud Prevention Innovation Award of FinTech Breakthrough, an independent organization that recognizes the best companies, technologies, and products in the global financial technology market. It is powered by NICE Actimize's IFM-X enterprise fraud management platform, which is well-known for its cutting-edge detection capabilities powered by Artificial Intelligence (AI) and Machine

Learning.

March 4, 2024: HOOVER, ShadowDragon, the pioneering distributor of open-source intelligence (OSINT) that is ethically sourced, unusual datasets, and APIs, is pleased to announce that it has added Collaboraite and Vesitgo Consulting, two Investigo Group entities. Collaboraite helps overcome intensive human-centered data and artificial intelligence (AI) challenges aimed at aiding them in fostering secure digital shifts by producing purchased items and apps.

## Key Questions Answered in This Report

1. How big is the global open source intelligence market?
2. What is the expected growth rate of the global open source intelligence market during 2024-2032?
3. What are the key factors driving the global open source intelligence market?
4. What has been the impact of COVID-19 on the global open source intelligence market?
5. What is the breakup of the global open source intelligence market based on the source type?
6. What is the breakup of the global open source intelligence market based on the technique?
7. What is the breakup of the global open source intelligence market based on the end user?
8. What are the key regions in the global open source intelligence market?
9. Who are the key players/companies in the global open source intelligence market?

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