

# Risk-based Authentication Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global risk-based authentication market size reached US\$ 4.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 11.7 Billion by 2028, exhibiting a growth rate (CAGR) of 16.2% during 2023-2028.

Risk-based authentication (RBA) evaluates the IP address, browser, status of antivirus software, and physical location of a consumer to determine the risk associated with the request for accessing the system. It relies on real-time intelligence to assist organizations in maintaining internal and external compliance, such as the health insurance portability and accountability act (HIPPA), federal financial institutions examination council (FFIEC), and security operations center (SOC). Besides this, it also helps in tracking user activity and identifying suspicious behavior to ensure high security within the network.

### Risk-based Authentication Market Trends:

At present, there is an increase in the utilization of online banking on account of real-time payment solutions and the convenience offered. This, coupled with surging cyber-attacks and data breaches to view, copy and steal confidential data of individuals, groups, private companies, and government organizations, represents one of the major factors propelling the market growth. In addition, the growing adoption of remote working culture due to the coronavirus disease (COVID-19) outbreak and consequent imposition of complete lockdown in numerous countries is driving the sales of RBA. Moreover, there is an increase in the trend of bring your own device (BYOD), which can be accredited to the rising sales of smartphones, tablets, and laptops. This, in turn, is offering lucrative growth opportunities to investors, end users and industry players. Apart from this, the application of RBA is expanding in the healthcare, government, and

retail sectors for logging, monitoring systems and offering endpoint protection. Furthermore, key market players are focusing on product innovation and strategic partnerships with technology vendors to provide advanced RBA solutions and services to mitigate potential threats, which is projected to bolster the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global risk-based authentication market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment, application and end user vertical.

#### Breakup by Component:

- Solution
- Service

#### Breakup by Deployment:

- On-premises
- Cloud-based

#### Breakup by Application:

- Fraud Prevention
- Cloud Application Security
- IoT Security
- Others

#### Breakup by End User Vertical:

- Banking and Financial Services
- Retail
- IT and Telecommunication
- Government
- Healthcare
- 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 Broadcom Inc., Centrify, Equifax Inc., ForgeRock, Gurukul, HID Global (Assa Abloy AB), International Business Machines Corporation, Micro Focus International plc, Okta Inc., Oracle Corporation, Secureauth Corporation and TransUnion.

#### Key Questions Answered in This Report

1. What was the size of the global risk-based authentication market in 2022?
2. What is the expected growth rate of the global risk-based authentication market during 2023-2028?
3. What has been the impact of COVID-19 on the global risk-based authentication market?
4. What are the key factors driving the global risk-based authentication market?

5. What is the breakup of the global risk-based authentication market based on the component?
6. What is the breakup of the global risk-based authentication market based on the deployment?
7. What is the breakup of the global risk-based authentication market based on the application?
8. What is the breakup of the global risk-based authentication market based on the end user vertical?
9. What are the key regions in the global risk-based authentication market?
10. Who are the key players/companies in the global risk-based authentication market?

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