

Upcoming Security Software Market – Global Drivers, Restraints, Opportunities, Trends, and Forecasts up to 2023

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Abstracts

Upcoming Software Security Market: Global Drivers, Restraints, Opportunities, Trends, and Forecasts up to 2023

Overview:

Security software comprises a group of security products. The scope primarily includes several areas like data protection, compliance, architecture, e-mail security, web security, governance, data loss prevention, security information and event management, and identity and access. In addition, the security software solution provides various features that include encryption, endpoint monitoring, identity and access management, intrusion detection, vulnerability scanning, and application and messaging security. Security software are gaining more traction among large enterprises because they help protect business-critical information from unauthorized access and data theft. Security software enable organizations to keep their computer systems protected from various threats such as malware, worms, and other potential threats.

With the increasing demand for the integrated security group, the market is witnessing high growth rate during the forecast period. End-users primarily prefer those vendors that provide integrated and converged security suites, as against opting for different security suites that may lead to integration issues. Therefore, there is a high adoption of solutions with better integration.

Market Analysis:

According to Infoholic Research, the Global Upcoming Software Security Market is expected to reach \$35.85 billion by 2023, growing at a CAGR of around 32.48% during the forecast period. The ubiquity of the Internet and the constant need for employees to be online are contributing to the increased vulnerability to cyberattacks, as is the fact that ever-more physical items are connected to IoT. Another factor driving the demand for AI-based security solutions is the shortage of cybersecurity professionals. In the US, there is a shortage of more than 200,000 cybersecurity professionals. In addition, with an increase in rapid technology changes and the high adoption rate of BYOD has fueled the growth of the market during the forecast period.

Market Segmentation Analysis:

The report provides a wide-ranging evaluation of the market. It provides in-depth qualitative insights, historical data, and supportable projections and assumptions about the market size. The projections featured in the report have been derived using proven research methodologies and assumptions based on the vendor's portfolio, blogs, whitepapers, and vendors presentations. Thus, the research report serves every side of the market and is segmented based on regional markets, type, applications, and end-users.

Countries and Vertical Analysis:

The report contains an in-depth analysis of the vendor profiles, which include financial health, business units, key business priorities, SWOT, strategy, and views; and competitive landscape. The key and the prominent vendors covered in the report include Cisco Systems, CA Technologies, Check Point Software Technologies, IBM, Microsoft, and Salesforce.com. Most of the major players are in the American region. The vendors have been identified based on the portfolio, geographical presence, marketing & distribution channels, revenue generation, and significant investments in R&D.

The counties covered in report are the US, Canada, Mexico, the UK, France, Germany, India, China, and, Japan. Among these, Japan, the US, and China are expected to grow at a high rate during the forecast period (2017-2023) owing to an increase in the penetration rate of connected devices and growing mobile software security segment.

Competitive Analysis

The report covers and analyses the Global Upcoming Software Security Market. Various strategies, such as joint ventures, partnerships, collaborations, and contracts, have been considered. In addition, as customers are in search for better solutions, there is expected to be a rising number of partnerships. There is likely to be an increase in the number of mergers, acquisitions, and strategic partnership during the forecast period.

The report includes the complete insight of the industry, and aims to provide an opportunity for the emerging and established players to understand the market trends, current scenario, initiatives taken by the government, and the latest technologies related to the market. In addition, it helps the venture capitalists in understanding the companies better and take informed decisions.

Regional Analysis

Americas is the dominating region, which holds the largest share of the Global Upcoming Software Security Market owing to the presence of major players in this region. In addition, they have the largest base for technological innovations and adoption, one of the global producers of the automation equipment, and is the home to several domestic industries. Asia Pacific (APAC) is among the fastest growing regions in the Global Upcoming Software Security Market. The region boasts of major developing economies with focus on increasing data centers and the growing penetration rate of connected devices. In addition, the government is focused on ICT infrastructure development owing to the increasing demand of safety and security of the information. EMEA is third largest contributor in the Global Upcoming Software Security Market owing to the increasing demand of automated communication systems.

Benefits

The report provides an in-depth analysis of the Global Upcoming Software Security Market aiming to reduce time to market for products and services, reduce operational cost, improve business efficiency, and operational performance. With the help of upcoming software security, various organizations can secure their crucial information, and increase productivity and efficiency. They can be installed either on-premises or even through the networks of the vendors. In addition, the solutions are proven to be reliable and improve scalability. The report discusses about software, services, service models, end-user, and regions. Further, the report provides details about the major challenges impacting the market growth.

Contents

1 INDUSTRY OUTLOOK

- 1.1 Industry Overview
- 1.2 Industry Trends
- 1.3 PEST Analysis

2 REPORT OUTLINE

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

3 MARKET SNAPSHOT

- 3.1 Total Addressable Market
- 3.2 Segmented Addressable Market
- 3.3 Related Markets
 - 3.3.1 AI
 - 3.3.2 Cognitive Security

4 MARKET OUTLOOK

- 4.1 Overview
 - 4.1.1 Market Definition – Infoholic Research
- 4.2 Market Trends and Impact
- 4.3 Market Segmentation
- 4.4 Porter 5 (Five) Forces

5 MARKET CHARACTERISTICS

- 5.1 Evolution
- 5.2 Value Chain
- 5.3 Benefits and Challenges of Worldwide Upcoming Software Security Market
- 5.4 Factors Influencing Worldwide Upcoming Software Security
- 5.5 Reasons for investment in Upcoming Software security
- 5.6 The emergence of new technologies in Cyber-Security

5.7 Market Dynamics

5.7.1 Drivers

- 5.7.1.1 Growth in the Cyber attacks
- 5.7.1.2 Rapidly changing technology
- 5.7.1.3 Adoption of digital lifestyle
- 5.7.1.4 Growing acceptance of BYOD
- 5.7.1.5 Proliferation of connected devices

5.7.2 Restraints

- 5.7.2.1 Lack of awareness
- 5.7.2.2 Lack of standards and interoperability
- 5.7.2.3 High cost of security solutions

5.7.3 Opportunities

- 5.7.3.1 Opportunities in analytics
- 5.7.3.2 Opportunities from developing economy
- 5.7.3.3 High investment in cyber security

5.8 DRO – Impact Analysis

6 TYPES

6.1 Overview

6.2 Mobile security software

- 6.2.1 Market Size and Analysis

6.3 Consumer security software

- 6.3.1 Market Size and Analysis

6.4 Enterprise security software

- 6.4.1 Market Size and Analysis

7 END-USERS

7.1 Overview

- 7.1.1 Large enterprises

7.2 Government Agencies

- 7.2.1.1 Others

8 REGIONS

8.1 Overview

8.2 Americas

- 8.2.1 Market Size and Analysis

8.2.2 DRO for the Americas

8.2.3 US

8.2.4 Canada

8.2.5 Mexico

8.3 EMEA

8.3.1 Market Size and Analysis

8.3.2 DRO for EMEA

8.3.3 UK

8.3.4 France

8.3.5 Germany

8.4 APAC

8.4.1 Market Size and Analysis

8.4.2 DRO for APAC

8.4.3 India

8.4.4 China

8.4.5 Japan

9 COMPETITIVE LANDSCAPE

9.1 Vendor Assessment

10 VENDOR PROFILES

10.1 Cisco System

10.1.1 Overview

10.1.2 Business Units

10.1.3 Geographic Revenue

10.1.4 Business Focus

10.1.5 SWOT Analysis

10.1.6 Business Strategies

10.2 CA Technologies

10.2.1 Overview

10.2.2 Business Units

10.3 Check Point Software Technologies

10.3.1 Overview

10.3.2 Business Units

10.3.3 Geographic Revenue

10.3.4 Business Focus

10.3.5 SWOT Analysis

10.3.6 Business Strategies

10.4 IBM

10.4.1 Overview

10.4.2 Business Units

10.4.3 Geographic Revenue

10.4.4 Business Focus

10.4.5 SWOT Analysis

10.4.6 Business Strategies

10.5 Microsoft

10.5.1 Overview

10.5.2 Business Units

10.5.3 Geographic Revenue

10.5.4 Business Focus

10.5.5 SWOT Analysis

10.5.6 Business Strategies

10.6 Salesforce.Com

10.6.1 Overview

10.6.2 Business Units

10.6.3 Geographic Revenue

10.6.4 Business Focus

10.6.5 SWOT Analysis

10.6.6 Business Strategies

11 OTHER PROMINENT VENDORS

11.1 F-secure

11.1.1 Overview

11.1.2 ABB Market

11.1.3 F-Secure in Worldwide Upcoming Software Security Market

11.2 SAP SE

11.2.1 Overview

11.2.2 SAP SE Market

11.2.3 SAP SE in Worldwide Upcoming Software Security Market

11.3 Apple

11.3.1 Overview

11.3.2 Apple Market

11.3.3 Apple in Worldwide Upcoming Software Security Market

12 COMPANIES TO WATCH FOR

12.1 Avast Software

12.1.1 Overview

12.2 AVG Technologies

12.2.1 Overview

12.3 Fortinet

12.3.1 Overview

12.4 Quick Heal

12.4.1 Overview

12.5 Sophos

12.5.1 Overview

Annexure

? Abbreviations

Tables

Table 1 GLOBAL UPCOMING SOFTWARE SECURITY MARKET REVENUE BY TYPES, 2017–2023 (\$BILLION)

Table 2 GLOBAL UPCOMING SOFTWARE SECURITY MARKET REVENUE BY END-USERS, 2017–2023 (\$BILLION)

Table 3 GLOBAL UPCOMING SOFTWARE SECURITY MARKET REVENUE BY REGIONS, 2017–2023 (\$BILLION)

Table 4 DRO FOR THE AMERICAS

Table 5 AMERICAS MARKET REVENUE BY TYPES, 2017–2023 (\$BILLION)

Table 6 AMERICAS MARKET REVENUE BY END-USERS, 2017–2023 (\$BILLION)

Table 7 DRO FOR EMEA

Table 8 EMEA MARKET REVENUE BY TYPES, 2017–2023 (\$BILLION)

Table 9 EMEA MARKET REVENUE BY END-USERS, 2017–2023 (\$BILLION)

Table 10 DRO FOR ASIA PACIFIC

Table 11 ASIA PACIFIC MARKET REVENUE BY TYPES, 2017–2023 (\$BILLION)

Table 12 ASIA PACIFIC MARKET REVENUE BY END-USERS, 2017–2023 (\$BILLION)

Charts

Chart 1 PEST ANALYSIS OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 2 RESEARCH METHODOLOGY OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 3 GLOBAL SOFTWARE SECURITY MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 4 GLOBAL UPCOMING SOFTWARE SECURITY MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 5 GLOBAL UPCOMING SOFTWARE SECURITY MARKET SEGMENTATION

Chart 6 PORTER 5 FORCES OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 7 EVOLUTION OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 8 VALUE CHAIN OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 9 FACTORS AFFECTING THE GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 10 REASONS FOR INVESTMENT IN UPCOMING SOFTWARE SECURITY

Chart 11 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES

Chart 12 DRO – IMPACT ANALYSIS OF GLOBAL UPCOMING SOFTWARE SECURITY MARKET

Chart 13 GLOBAL UPCOMING SOFTWARE SECURITY MARKET SHARE BY TYPES, 2017 AND 2023 (%)

Chart 14 MOBILE SECURITY SOFTWARE MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 15 CONSUMER SECURITY SOFTWARE MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 16 ENTERPRISE SECURITY SOFTWARE MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 17 GLOBAL UPCOMING SOFTWARE SECURITY MARKET SHARE BY END-USERS, 2017 AND 2023 (%)

Chart 18 LARGE ENTERPRISES MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 19 GOVERNMENT AGENCIES MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 20 OTHERS MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 21 GLOBAL UPCOMING SOFTWARE SECURITY MARKET SHARE BY REGIONS, 2017 AND 2023 (%)

Chart 22 AMERICAS MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 23 EMEA MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 24 APAC MARKET REVENUE, 2017–2023 (\$BILLION)

Chart 25 ADOPTERS OF NEW TECHNOLOGY SECURITY

Chart 26 ADOPTERS OF NEW TECHNOLOGY SECURITY

Chart 27 CISCO SYSTEM: OVERVIEW SNAPSHOT

Chart 28 CISCO SYSTEM: BUSINESS UNITS

Chart 29 CISCO SYSTEM: GEOGRAPHIC REVENUE

Chart 30 CISCO SYSTEM: SWOT ANALYSIS

Chart 31 CA TECHNOLOGIES: OVERVIEW SNAPSHOT

Chart 32 CA TECHNOLOGIES: BUSINESS UNITS

Chart 33 CHECK POINT SOFTWARE TECHNOLOGIES: OVERVIEW SNAPSHOT

Chart 34 IBM: OVERVIEW SNAPSHOT

- Chart 35 IBM: BUSINESS UNITS
- Chart 36 IBM: GEOGRAPHIC REVENUE
- Chart 37 IBM: SWOT ANALYSIS
- Chart 38 MICROSOFT: OVERVIEW SNAPSHOT
- Chart 39 MICROSOFT: SWOT ANALYSIS
- Chart 40 SALESFORCE.COM: OVERVIEW SNAPSHOT
- Chart 41 SALESFORCE.COM: BUSINESS UNITS
- Chart 42 SALESFORCE.COM: GEOGRAPHIC REVENUE
- Chart 43 SALESFORCE.COM: SWOT ANALYSIS
- Chart 44 F-SECURE: MARKET OUTLOOK
- Chart 45 SAP SE: MARKET OUTLOOK
- Chart 46 APPLE: MARKET OUTLOOK

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