

# Asia Pacific Internet Security Market (2016-2022)

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## Abstracts

The increased number of online and mobile banking transactions have resulted in the upsurge of cybercrimes. Incidents such as password breaking, session hijacking, etc. have increased in the past years. In order to minimize such incidences banking institutions are adopting highly secure modes of fund transfers with techniques such as HTTP Secure gateway, multi-layer authentications, 3D PIN, one-time passwords, etc.

In order to overcome the threat of attacks and protect the system from potential hazards, corporate and individual users have started safeguarding their systems with appropriate security solutions. On the whole, rising Internet usage is considerably increasing the adoption of Internet security solutions.

The major factors driving the internet security market are increased internet usage due to advances in wireless communication technology, internet security offered over cloud services, strict government regulations and increase in online financial activities. On the other hand, some of the restraints associated with internet security services is the lack of awareness amongst users and the use of pirated protection solutions, which provide limited security features.

The report highlights the adoption of Internet Security market in Asia Pacific. Based on the Product & Services, the Internet Security Market is segmented into Hardware, Software and Services segment. Based on the Technologies, the market is bifurcated into Authentication, Access Control Technology, Content Filtering and Cryptography segments. According to the Application, the Internet Security Market is segmented into BFSI, Retail, IT & Telecommunications, Government, Manufacturing, Education, Aerospace & Defense and Others segments. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key players profiled in the report include IBM Corporation, Google Inc., HP Enterprise,

Cisco Systems, Intel Corporation, Microsoft, Dell and Symantec Corporation.

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