

Social Media Security Market - Forecasts From 2018 to 2023

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Abstracts

The social media security market is projected to grow at a CAGR of 20.18% to reach US\$2,290.557 million by 2023, from US\$760.140 million in 2017. The demand for social media security services will show a rising trend on the account of increasing social media engagement by corporates for promotion and advertisement, with the growing demand for smartphones, tablets, laptops and other consumer electronics. The stringent government regulations due to the increasing number of cyber-attacks on social media platforms will increase the demand for these services. However, the rising internal integration of security options within social media platforms and browsers will be a restraining factor on the growth of the demand for social media security services. The North American and European regions possess a significant share in the market due to early adoption towards corporate social media usage for promotions and marketing. The Asia Pacific market will see many exciting growth opportunities due to the increasing trend towards social media usage.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies

and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the social media security value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the Social Media Security market.

Major industry players profiled as part of the report RiskIQ, Proofpoint, Sophos Ltd., Trend Micro Incorporated, Symantec Corporation, among others.

Segmentation

The social media security market has been analyzed through following segments:

By Enterprise Size

Large Enterprises

Small and Medium Sized Enterprises

By Solution

Monitoring

Risk Management

Access Management

Others

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France
United Kingdom
Spain
Others
Middle East and Africa
Saudi Arabia
Israel
Others
Asia Pacific
China
Japan
South Korea
India
Others

Contents

1. INTRODUCTION

- 1.1. MARKET OVERVIEW
- 1.2. MARKET DEFINITION
- 1.3. SCOPE OF THE STUDY
- 1.4. CURRENCY
- 1.5. ASSUMPTIONS
- 1.6. BASE, AND FORECAST YEARS TIMELINE

2. RESEARCH METHODOLOGY

- 2.1. RESEARCH DESIGN
- 2.2. SECONDARY SOURCES

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

- 4.1. MARKET SEGMENTATION
- 4.2. MARKET DRIVERS
- 4.3. MARKET RESTRAINTS
- 4.4. MARKET OPPORTUNITIES
- 4.5. PORTER'S FIVE FORCE ANALYSIS
 - 4.5.1. BARGAINING POWER OF SUPPLIERS
 - 4.5.2. BARGAINING POWER OF BUYERS
 - 4.5.3. THREAT OF NEW ENTRANTS
 - 4.5.4. THREAT OF SUBSTITUTES
 - 4.5.5. COMPETITIVE RIVALRY IN THE INDUSTRY
- 4.6. LIFE CYCLE ANALYSIS - REGIONAL SNAPSHOT
- 4.7. MARKET ATTRACTIVENESS

5. SOCIAL MEDIA SECURITY MARKET BY SIZE

- 5.1. LARGE ENTERPRISES
- 5.2. SMALL AND MEDIUM SIZED ENTERPRISES

6. SOCIAL MEDIA SECURITY MARKET BY SOLUTION

- 6.1. MONITORING
- 6.2. RISK MANAGEMENT
- 6.3. ACCESS MANAGEMENT
- 6.4. OTHERS

7. SOCIAL MEDIA SECURITY MARKET BY GEOGRAPHY

- 7.1. NORTH AMERICA
 - 7.1.1. USA
 - 7.1.2. CANADA
 - 7.1.3. MEXICO
 - 7.1.4. OTHERS
- 7.2. SOUTH AMERICA
 - 7.2.1. BRAZIL
 - 7.2.2. ARGENTINA
 - 7.2.3. OTHERS
- 7.3. EUROPE
 - 7.3.1. GERMANY
 - 7.3.2. FRANCE
 - 7.3.3. UNITED KINGDOM
 - 7.3.4. SPAIN
 - 7.3.5. OTHERS
- 7.4. MIDDLE EAST AND AFRICA
 - 7.4.1. SAUDI ARABIA
 - 7.4.2. ISRAEL
 - 7.4.3. OTHERS
- 7.5. ASIA PACIFIC
 - 7.5.1. CHINA
 - 7.5.2. JAPAN
 - 7.5.3. SOUTH KOREA
 - 7.5.4. INDIA
 - 7.5.5. OTHERS

8. COMPETITIVE INTELLIGENCE

- 8.1. Market Share Analysis
- 8.2. RECENT INVESTMENT AND DEALS
- 8.3. STRATEGIES OF KEY PLAYERS

9. COMPANY PROFILES

9.1. RISKIQ

- 9.1.1. COMPANY OVERVIEW
- 9.1.2. FINANCIALS
- 9.1.3. PRODUCTS AND SERVICES
- 9.1.4. RECENT DEVELOPMENTS

9.2. PROOFPOINT

- 9.2.1. COMPANY OVERVIEW
- 9.2.2. FINANCIALS
- 9.2.3. PRODUCTS AND SERVICES
- 9.2.4. RECENT DEVELOPMENTS

9.3. SOPHS LTD.

- 9.3.1. COMPANY OVERVIEW
- 9.3.2. FINANCIALS
- 9.3.3. PRODUCTS AND SERVICES
- 9.3.4. RECENT DEVELOPMENTS

9.4. TREND MICRO INCORPORATED

- 9.4.1. COMPANY OVERVIEW
- 9.4.2. FINANCIALS
- 9.4.3. PRODUCTS AND SERVICES
- 9.4.4. RECENT DEVELOPMENTS

9.5. SYMANTEC CORPORATION

- 9.5.1. COMPANY OVERVIEW
- 9.5.2. FINANCIALS
- 9.5.3. PRODUCTS AND SERVICES
- 9.5.4. RECENT DEVELOPMENTS

9.6. MICRO FOCUS

- 9.6.1. COMPANY OVERVIEW
- 9.6.2. FINANCIALS
- 9.6.3. PRODUCTS AND SERVICES
- 9.6.4. RECENT DEVELOPMENTS

9.7. ZEROFOX

- 9.7.1. COMPANY OVERVIEW
- 9.7.2. FINANCIALS
- 9.7.3. PRODUCTS AND SERVICES
- 9.7.4. RECENT DEVELOPMENTS

9.8. KNOWBE4 INCORPORATED

- 9.8.1. COMPANY OVERVIEW
- 9.8.2. FINANCIALS
- 9.8.3. PRODUCTS AND SERVICES
- 9.8.4. RECENT DEVELOPMENTS
- 9.9. CENTRIFY CORPORATION
 - 9.9.1. COMPANY OVERVIEW
 - 9.9.2. FINANCIALS
 - 9.9.3. PRODUCTS AND SERVICES
 - 9.9.4. RECENT DEVELOPMENTS
- 9.10. BRANDLE INCORPORATED
 - 9.10.1. COMPANY OVERVIEW
 - 9.10.2. FINANCIALS
 - 9.10.3. PRODUCTS AND SERVICES
 - 9.10.4. RECENT DEVELOPMENTS
- 9.11. CORPORATION SERVICE COMPANY
 - 9.11.1. COMPANY OVERVIEW
 - 9.11.2. FINANCIALS
 - 9.11.3. PRODUCTS AND SERVICES
 - 9.11.4. RECENT DEVELOPMENTS
- LIST OF FIGURES
- LIST OF TABLES
- DISCLAIMER

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