

2018-2023 Global Antivirus Software Market Report (Status and Outlook)

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Abstracts

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In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Antivirus Software market for 2018-2023. Antivirus software detects, prevents, and removes malicious programs. It enables real-time scanning of the system memory, OS, and files using signature-based detection methods, heuristic detection methods, and rootkit detection tools to prevent computers from being infected with malware. With increased usage of the Internet, the risk of malware attacks is high. Though antivirus software cannot protect the system from every type of malware attack, it can prevent a significant level of intrusions with the help of real-time scanning.

The production regions mainly focus on North America, Europe, Japan, China, India, Southeast Asia. Symantec, McAfee, Trend Micro, AVG, Avast Software, ESET, Bitdefender, Fortinet, F-Secure, G DATA Software, Avira, Qihoo 360, Kaspersky, Panda Security, Quick Heal, Comodo, Microsoft, Rising, Cheetah Mobile, AhnLab are the leader providers all around world. In the past years, the market of antivirus software was grown rapidly. The three biggest suppliers of separator in China - Qihoo 360, Rising, Cheetah Mobile are the local representation recent years.

The downstream of the antivirus software is rigid, which is wildly used in the market of Food, clothing, electronics, electrical appliances, medicine, cosmetics, and other consumer goods etc. For application terminals of the antivirus software, PC Terminals, Mobile Terminals are the most used in the world at present. Market size of antivirus software by PC terminals is still more than by mobile terminals.

The leading growing market of antivirus software is the personal terminal, such as smart mobiles, tablet, etc. in the past few years. The IoT will be one of the key network security area in the future if the IoT keep developing.



Over the next five years, LPI(LP Information) projects that Antivirus Software will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Antivirus Software market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:
Segmentation by product type:
Type I
Type II
Segmentation by application:
Individual Users
Enterprise Users
Government Users
We can also provide the customized separate regional or country-level reports, for the following regions:
Americas
United States
Canada

Mexico

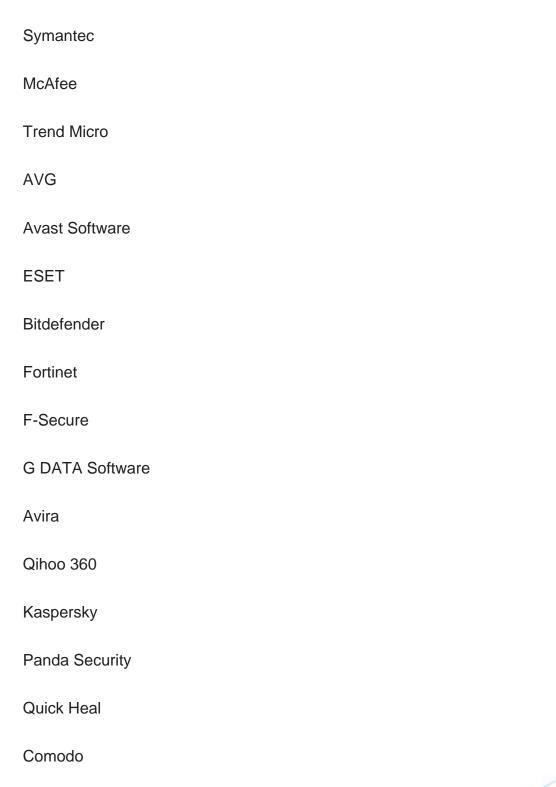


	Brazil	
APAC		
	China	
	Japan	
	Korea	
	Southeast Asia	
	India	
	Australia	
Europe		
	Germany	
	France	
	UK	
	Italy	
	Russia	
	Spain	
Middle East & Africa		
	Egypt	
	South Africa	
	Israel	
	Turkey	



GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:





Microsoft
Rising
Cheetah Mobile
AhnLab

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Antivirus Software market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Antivirus Software market by identifying its various subsegments.

Focuses on the key global Antivirus Software players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Antivirus Software with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Antivirus Software submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new



product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.



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