

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

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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:

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

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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