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Global AI-Powered Behavior Analytics Tools Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global AI-Powered Behavior Analytics Tools market size will reach US$ 17450 million by 2031.

AI-powered behavior analytics tools are software solutions that utilize artificial intelligence and machine learning to monitor, analyze, and interpret patterns in user or system behavior. By processing large volumes of data, these tools can detect anomalies, predict future actions, and provide real-time insights across various domains such as cybersecurity, marketing, finance, and human resources. They help organizations identify threats, optimize operations, and enhance user experiences by recognizing unusual activities, forecasting trends, and presenting findings through intuitive dashboards.

United States market for AI-Powered Behavior Analytics Tools is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for AI-Powered Behavior Analytics Tools is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for AI-Powered Behavior Analytics Tools is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key AI-Powered Behavior Analytics Tools players cover Splunk, Exabeam, Securonix, IBM Security QRadar, Microsoft Defender for Endpoint, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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LPI (LP Information)' newest research report, the “AI-Powered Behavior Analytics Tools Industry Forecast” looks at past sales and reviews total world AI-Powered Behavior Analytics Tools sales in 2024, providing a comprehensive analysis by region and market sector of projected AI-Powered Behavior Analytics Tools sales for 2025 through 2031. With AI-Powered Behavior Analytics Tools sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI-Powered Behavior Analytics Tools industry.

This Insight Report provides a comprehensive analysis of the global AI-Powered Behavior Analytics Tools landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI-Powered Behavior Analytics Tools portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI-Powered Behavior Analytics Tools market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Powered Behavior Analytics Tools and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI-Powered Behavior Analytics Tools.

This report presents a comprehensive overview, market shares, and growth opportunities of AI-Powered Behavior Analytics Tools market by product type, application, key players and key regions and countries.

Segmentation by Type:

User Behavior Analytics (UBA) / User and Entity Behavior Analytics (UEBA)

Product and Customer Behavior Analytics

Network Behavior Analytics (NBA)

Employee Behavior Analytics

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Financial Behavior Analytics

Marketing Behavior Analytics

Segmentation by Application:

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Splunk

Exabeam

Securonix

IBM Security QRadar

Microsoft Defender for Endpoint

Varonis

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Darktrace

LogRhythm

Vectra AI

Fortinet (FortiSIEM)

ObserveIT

Cognito

CrowdStrike Falcon

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global AI-Powered Behavior Analytics Tools Market Size (2020-2031)
  2.1.2 AI-Powered Behavior Analytics Tools Market Size CAGR by Region (2020 VS 2024 VS 2031)
  2.1.3 World Current & Future Analysis for AI-Powered Behavior Analytics Tools by Country/Region (2020, 2024 & 2031)
2.2 AI-Powered Behavior Analytics Tools Segment by Type
  2.2.1 User Behavior Analytics (UBA) / User and Entity Behavior Analytics (UEBA)
  2.2.2 Product and Customer Behavior Analytics
  2.2.3 Network Behavior Analytics (NBA)
  2.2.4 Employee Behavior Analytics
  2.2.5 Financial Behavior Analytics
  2.2.6 Marketing Behavior Analytics
2.3 AI-Powered Behavior Analytics Tools Market Size by Type
  2.3.1 AI-Powered Behavior Analytics Tools Market Size CAGR by Type (2020 VS 2024 VS 2031)
  2.3.2 Global AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
2.4 AI-Powered Behavior Analytics Tools Segment by Application
  2.4.1 Large Enterprises
  2.4.2 Small and Medium-sized Enterprises (SMEs)
2.5 AI-Powered Behavior Analytics Tools Market Size by Application
  2.5.1 AI-Powered Behavior Analytics Tools Market Size CAGR by Application (2020 VS 2024 VS 2031)

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2.5.2 Global AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)

3 AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET SIZE BY PLAYER

3.1 AI-Powered Behavior Analytics Tools Market Size Market Share by Player
3.1.1 Global AI-Powered Behavior Analytics Tools Revenue by Player (2020-2025)
3.1.2 Global AI-Powered Behavior Analytics Tools Revenue Market Share by Player (2020-2025)
3.2 Global AI-Powered Behavior Analytics Tools Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 AI-POWERED BEHAVIOR ANALYTICS TOOLS BY REGION

4.1 AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025)
4.2 Global AI-Powered Behavior Analytics Tools Annual Revenue by Country/Region (2020-2025)
4.3 Americas AI-Powered Behavior Analytics Tools Market Size Growth (2020-2025)
4.4 APAC AI-Powered Behavior Analytics Tools Market Size Growth (2020-2025)
4.5 Europe AI-Powered Behavior Analytics Tools Market Size Growth (2020-2025)
4.6 Middle East & Africa AI-Powered Behavior Analytics Tools Market Size Growth (2020-2025)

5 AMERICAS

5.1 Americas AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025)
5.2 Americas AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025)
5.3 Americas AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

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6 APAC

6.1 APAC AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025)
6.2 APAC AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025)
6.3 APAC AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025)
7.2 Europe AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025)
7.3 Europe AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa AI-Powered Behavior Analytics Tools by Region (2020-2025)
8.2 Middle East & Africa AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025)
8.3 Middle East & Africa AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

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9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 GLOBAL AI-POWERED BEHAVIOR ANALYTICS TOOLS MARKET FORECAST

10.1 Global AI-Powered Behavior Analytics Tools Forecast by Region (2026-2031)
  10.1.1 Global AI-Powered Behavior Analytics Tools Forecast by Region (2026-2031)
  10.1.2 Americas AI-Powered Behavior Analytics Tools Forecast
  10.1.3 APAC AI-Powered Behavior Analytics Tools Forecast
  10.1.4 Europe AI-Powered Behavior Analytics Tools Forecast
  10.1.5 Middle East & Africa AI-Powered Behavior Analytics Tools Forecast
10.2 Americas AI-Powered Behavior Analytics Tools Forecast by Country (2026-2031)
  10.2.1 United States Market AI-Powered Behavior Analytics Tools Forecast
  10.2.2 Canada Market AI-Powered Behavior Analytics Tools Forecast
  10.2.3 Mexico Market AI-Powered Behavior Analytics Tools Forecast
  10.2.4 Brazil Market AI-Powered Behavior Analytics Tools Forecast
10.3 APAC AI-Powered Behavior Analytics Tools Forecast by Region (2026-2031)
  10.3.1 China AI-Powered Behavior Analytics Tools Market Forecast
  10.3.2 Japan Market AI-Powered Behavior Analytics Tools Forecast
  10.3.3 Korea Market AI-Powered Behavior Analytics Tools Forecast
  10.3.4 Southeast Asia Market AI-Powered Behavior Analytics Tools Forecast
  10.3.5 India Market AI-Powered Behavior Analytics Tools Forecast
  10.3.6 Australia Market AI-Powered Behavior Analytics Tools Forecast
10.4 Europe AI-Powered Behavior Analytics Tools Forecast by Country (2026-2031)
  10.4.1 Germany Market AI-Powered Behavior Analytics Tools Forecast
  10.4.2 France Market AI-Powered Behavior Analytics Tools Forecast
  10.4.3 UK Market AI-Powered Behavior Analytics Tools Forecast
  10.4.4 Italy Market AI-Powered Behavior Analytics Tools Forecast
  10.4.5 Russia Market AI-Powered Behavior Analytics Tools Forecast
10.5 Middle East & Africa AI-Powered Behavior Analytics Tools Forecast by Region (2026-2031)
  10.5.1 Egypt Market AI-Powered Behavior Analytics Tools Forecast
  10.5.2 South Africa Market AI-Powered Behavior Analytics Tools Forecast
  10.5.3 Israel Market AI-Powered Behavior Analytics Tools Forecast
  10.5.4 Turkey Market AI-Powered Behavior Analytics Tools Forecast
10.6 Global AI-Powered Behavior Analytics Tools Forecast by Type (2026-2031)
10.7 Global AI-Powered Behavior Analytics Tools Forecast by Application (2026-2031)
  10.7.1 GCC Countries Market AI-Powered Behavior Analytics Tools Forecast

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11 KEY PLAYERS ANALYSIS

11.1 Splunk
11.1.1 Splunk Company Information
11.1.2 Splunk AI-Powered Behavior Analytics Tools Product Offered
11.1.3 Splunk AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.1.4 Splunk Main Business Overview
11.1.5 Splunk Latest Developments
11.2 Exabeam
11.2.1 Exabeam Company Information
11.2.2 Exabeam AI-Powered Behavior Analytics Tools Product Offered
11.2.3 Exabeam AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.2.4 Exabeam Main Business Overview
11.2.5 Exabeam Latest Developments
11.3 Securonix
11.3.1 Securonix Company Information
11.3.2 Securonix AI-Powered Behavior Analytics Tools Product Offered
11.3.3 Securonix AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.3.4 Securonix Main Business Overview
11.3.5 Securonix Latest Developments
11.4 IBM Security QRadar
11.4.1 IBM Security QRadar Company Information
11.4.2 IBM Security QRadar AI-Powered Behavior Analytics Tools Product Offered
11.4.3 IBM Security QRadar AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.4.4 IBM Security QRadar Main Business Overview
11.4.5 IBM Security QRadar Latest Developments
11.5 Microsoft Defender for Endpoint
11.5.1 Microsoft Defender for Endpoint Company Information
11.5.2 Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Product Offered
11.5.3 Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.5.4 Microsoft Defender for Endpoint Main Business Overview
11.5.5 Microsoft Defender for Endpoint Latest Developments

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11.6 Varonis
11.6.1 Varonis Company Information
11.6.2 Varonis AI-Powered Behavior Analytics Tools Product Offered
11.6.3 Varonis AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.6.4 Varonis Main Business Overview
11.6.5 Varonis Latest Developments
11.7 Darktrace
11.7.1 Darktrace Company Information
11.7.2 Darktrace AI-Powered Behavior Analytics Tools Product Offered
11.7.3 Darktrace AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.7.4 Darktrace Main Business Overview
11.7.5 Darktrace Latest Developments
11.8 LogRhythm
11.8.1 LogRhythm Company Information
11.8.2 LogRhythm AI-Powered Behavior Analytics Tools Product Offered
11.8.3 LogRhythm AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.8.4 LogRhythm Main Business Overview
11.8.5 LogRhythm Latest Developments
11.9 Vectra AI
11.9.1 Vectra AI Company Information
11.9.2 Vectra AI AI-Powered Behavior Analytics Tools Product Offered
11.9.3 Vectra AI AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.9.4 Vectra AI Main Business Overview
11.9.5 Vectra AI Latest Developments
11.10 Fortinet (FortiSIEM)
11.10.1 Fortinet (FortiSIEM) Company Information
11.10.2 Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Product Offered
11.10.3 Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.10.4 Fortinet (FortiSIEM) Main Business Overview
11.10.5 Fortinet (FortiSIEM) Latest Developments
11.11 ObserveIT
11.11.1 ObserveIT Company Information
11.11.2 ObserveIT AI-Powered Behavior Analytics Tools Product Offered
11.11.3 ObserveIT AI-Powered Behavior Analytics Tools Revenue, Gross Margin and

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Market Share (2020-2025)
11.11.4 ObserveIT Main Business Overview
11.11.5 ObserveIT Latest Developments
11.12 Cognito
11.12.1 Cognito Company Information
11.12.2 Cognito AI-Powered Behavior Analytics Tools Product Offered
11.12.3 Cognito AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.12.4 Cognito Main Business Overview
11.12.5 Cognito Latest Developments
11.13 CrowdStrike Falcon
11.13.1 CrowdStrike Falcon Company Information
11.13.2 CrowdStrike Falcon AI-Powered Behavior Analytics Tools Product Offered
11.13.3 CrowdStrike Falcon AI-Powered Behavior Analytics Tools Revenue, Gross Margin and Market Share (2020-2025)
11.13.4 CrowdStrike Falcon Main Business Overview
11.13.5 CrowdStrike Falcon Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES

Table 1. AI-Powered Behavior Analytics Tools Market Size CAGR by Region (2020 VS 2024 VS 2031) & ($ millions)
Table 2. AI-Powered Behavior Analytics Tools Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of User Behavior Analytics (UBA) / User and Entity Behavior Analytics (UEBA)
Table 4. Major Players of Product and Customer Behavior Analytics
Table 5. Major Players of Network Behavior Analytics (NBA)
Table 6. Major Players of Employee Behavior Analytics
Table 7. Major Players of Financial Behavior Analytics
Table 8. Major Players of Marketing Behavior Analytics
Table 9. AI-Powered Behavior Analytics Tools Market Size CAGR by Type (2020 VS 2024 VS 2031) & ($ millions)
Table 10. Global AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025) & ($ millions)
Table 11. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
Table 12. AI-Powered Behavior Analytics Tools Market Size CAGR by Application (2020 VS 2024 VS 2031) & ($ millions)
Table 13. Global AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025) & ($ millions)
Table 14. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)
Table 15. Global AI-Powered Behavior Analytics Tools Revenue by Player (2020-2025) & ($ millions)
Table 16. Global AI-Powered Behavior Analytics Tools Revenue Market Share by Player (2020-2025)
Table 17. AI-Powered Behavior Analytics Tools Key Players Head office and Products Offered
Table 18. AI-Powered Behavior Analytics Tools Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
Table 19. New Products and Potential Entrants
Table 20. Mergers & Acquisitions, Expansion
Table 21. Global AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & ($ millions)

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Table 22. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)
Table 23. Global AI-Powered Behavior Analytics Tools Revenue by Country/Region (2020-2025) & ($ millions)
Table 24. Global AI-Powered Behavior Analytics Tools Revenue Market Share by Country/Region (2020-2025)
Table 25. Americas AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025) & ($ millions)
Table 26. Americas AI-Powered Behavior Analytics Tools Market Size Market Share by Country (2020-2025)
Table 27. Americas AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025) & ($ millions)
Table 28. Americas AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
Table 29. Americas AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025) & ($ millions)
Table 30. Americas AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)
Table 31. APAC AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & ($ millions)
Table 32. APAC AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)
Table 33. APAC AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025) & ($ millions)
Table 34. APAC AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025) & ($ millions)
Table 35. Europe AI-Powered Behavior Analytics Tools Market Size by Country (2020-2025) & ($ millions)
Table 36. Europe AI-Powered Behavior Analytics Tools Market Size Market Share by Country (2020-2025)
Table 37. Europe AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025) & ($ millions)
Table 38. Europe AI-Powered Behavior Analytics Tools Market Size by Application (2020-2025) & ($ millions)
Table 39. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size by Region (2020-2025) & ($ millions)
Table 40. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size by Type (2020-2025) & ($ millions)
Table 41. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size by

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Application (2020-2025) & ($ millions)
Table 42. Key Market Drivers & Growth Opportunities of AI-Powered Behavior Analytics Tools
Table 43. Key Market Challenges & Risks of AI-Powered Behavior Analytics Tools
Table 44. Key Industry Trends of AI-Powered Behavior Analytics Tools
Table 45. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Region (2026-2031) & ($ millions)
Table 46. Global AI-Powered Behavior Analytics Tools Market Size Market Share Forecast by Region (2026-2031)
Table 47. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Type (2026-2031) & ($ millions)
Table 48. Global AI-Powered Behavior Analytics Tools Market Size Forecast by Application (2026-2031) & ($ millions)
Table 49. Splunk Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 50. Splunk AI-Powered Behavior Analytics Tools Product Offered
Table 51. Splunk AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 52. Splunk Main Business
Table 53. Splunk Latest Developments
Table 54. Exabeam Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 55. Exabeam AI-Powered Behavior Analytics Tools Product Offered
Table 56. Exabeam AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 57. Exabeam Main Business
Table 58. Exabeam Latest Developments
Table 59. Securonix Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 60. Securonix AI-Powered Behavior Analytics Tools Product Offered
Table 61. Securonix AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 62. Securonix Main Business
Table 63. Securonix Latest Developments
Table 64. IBM Security QRadar Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 65. IBM Security QRadar AI-Powered Behavior Analytics Tools Product Offered
Table 66. IBM Security QRadar AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)

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info@marketpublishers.com

Table 67. IBM Security QRadar Main Business
Table 68. IBM Security QRadar Latest Developments
Table 69. Microsoft Defender for Endpoint Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 70. Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Product Offered
Table 71. Microsoft Defender for Endpoint AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 72. Microsoft Defender for Endpoint Main Business
Table 73. Microsoft Defender for Endpoint Latest Developments
Table 74. Varonis Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 75. Varonis AI-Powered Behavior Analytics Tools Product Offered
Table 76. Varonis AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 77. Varonis Main Business
Table 78. Varonis Latest Developments
Table 79. Darktrace Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 80. Darktrace AI-Powered Behavior Analytics Tools Product Offered
Table 81. Darktrace AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 82. Darktrace Main Business
Table 83. Darktrace Latest Developments
Table 84. LogRhythm Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 85. LogRhythm AI-Powered Behavior Analytics Tools Product Offered
Table 86. LogRhythm AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 87. LogRhythm Main Business
Table 88. LogRhythm Latest Developments
Table 89. Vectra AI Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 90. Vectra AI AI-Powered Behavior Analytics Tools Product Offered
Table 91. Vectra AI AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 92. Vectra AI Main Business
Table 93. Vectra AI Latest Developments
Table 94. Fortinet (FortiSIEM) Details, Company Type, AI-Powered Behavior Analytics

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Tools Area Served and Its Competitors
Table 95. Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Product Offered
Table 96. Fortinet (FortiSIEM) AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 97. Fortinet (FortiSIEM) Main Business
Table 98. Fortinet (FortiSIEM) Latest Developments
Table 99. ObserveIT Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 100. ObserveIT AI-Powered Behavior Analytics Tools Product Offered
Table 101. ObserveIT AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 102. ObserveIT Main Business
Table 103. ObserveIT Latest Developments
Table 104. Cognito Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 105. Cognito AI-Powered Behavior Analytics Tools Product Offered
Table 106. Cognito AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 107. Cognito Main Business
Table 108. Cognito Latest Developments
Table 109. CrowdStrike Falcon Details, Company Type, AI-Powered Behavior Analytics Tools Area Served and Its Competitors
Table 110. CrowdStrike Falcon AI-Powered Behavior Analytics Tools Product Offered
Table 111. CrowdStrike Falcon AI-Powered Behavior Analytics Tools Revenue ($ million), Gross Margin and Market Share (2020-2025)
Table 112. CrowdStrike Falcon Main Business
Table 113. CrowdStrike Falcon Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. AI-Powered Behavior Analytics Tools Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global AI-Powered Behavior Analytics Tools Market Size Growth Rate (2020-2031) ($ millions)
Figure 6. AI-Powered Behavior Analytics Tools Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 7. AI-Powered Behavior Analytics Tools Sales Market Share by Country/Region (2024)
Figure 8. AI-Powered Behavior Analytics Tools Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 9. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Type in 2024
Figure 10. AI-Powered Behavior Analytics Tools in Large Enterprises
Figure 11. Global AI-Powered Behavior Analytics Tools Market: Large Enterprises (2020-2025) & ($ millions)
Figure 12. AI-Powered Behavior Analytics Tools in Small and Medium-sized Enterprises (SMEs)
Figure 13. Global AI-Powered Behavior Analytics Tools Market: Small and Medium-sized Enterprises (SMEs) (2020-2025) & ($ millions)
Figure 14. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Application in 2024
Figure 15. Global AI-Powered Behavior Analytics Tools Revenue Market Share by Player in 2024
Figure 16. Global AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)
Figure 17. Americas AI-Powered Behavior Analytics Tools Market Size 2020-2025 ($ millions)
Figure 18. APAC AI-Powered Behavior Analytics Tools Market Size 2020-2025 ($ millions)
Figure 19. Europe AI-Powered Behavior Analytics Tools Market Size 2020-2025 ($ millions)
Figure 20. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size 2020-2025 ($ millions)

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Figure 21. Americas AI-Powered Behavior Analytics Tools Value Market Share by Country in 2024
Figure 22. United States AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 23. Canada AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 24. Mexico AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 25. Brazil AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 26. APAC AI-Powered Behavior Analytics Tools Market Size Market Share by Region in 2024
Figure 27. APAC AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
Figure 28. APAC AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)
Figure 29. China AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 30. Japan AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 31. South Korea AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 32. Southeast Asia AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 33. India AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 34. Australia AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 35. Europe AI-Powered Behavior Analytics Tools Market Size Market Share by Country in 2024
Figure 36. Europe AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
Figure 37. Europe AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)
Figure 38. Germany AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 39. France AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 40. UK AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($

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millions)
Figure 41. Italy AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 42. Russia AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 43. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size Market Share by Region (2020-2025)
Figure 44. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size Market Share by Type (2020-2025)
Figure 45. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size Market Share by Application (2020-2025)
Figure 46. Egypt AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 47. South Africa AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 48. Israel AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 49. Turkey AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 50. GCC Countries AI-Powered Behavior Analytics Tools Market Size Growth 2020-2025 ($ millions)
Figure 51. Americas AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 52. APAC AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 53. Europe AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 54. Middle East & Africa AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 55. United States AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 56. Canada AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 57. Mexico AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 58. Brazil AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 59. China AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)

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Figure 60. Japan AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 61. Korea AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 62. Southeast Asia AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 63. India AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 64. Australia AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 65. Germany AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 66. France AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 67. UK AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 68. Italy AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 69. Russia AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 70. Egypt AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 71. South Africa AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 72. Israel AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 73. Turkey AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)
Figure 74. Global AI-Powered Behavior Analytics Tools Market Size Market Share Forecast by Type (2026-2031)
Figure 75. Global AI-Powered Behavior Analytics Tools Market Size Market Share Forecast by Application (2026-2031)
Figure 76. GCC Countries AI-Powered Behavior Analytics Tools Market Size 2026-2031 ($ millions)

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