

Global Application Security Testing (AST) Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Application Security Testing (AST) Software market size was valued at US\$ 2713.4 million in 2023. With growing demand in downstream market, the Application Security Testing (AST) Software is forecast to a readjusted size of US\$ 4284.3 million by 2030 with a CAGR of 6.7% during review period.

The research report highlights the growth potential of the global Application Security Testing (AST) Software market. Application Security Testing (AST) Software are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Application Security Testing (AST) Software. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Application Security Testing (AST) Software market.

Application Security Software refers to the software tool to protect applications from external threats throughout their lifecycle. Application security is defined as the process of making apps more secure by finding, fixing, and enhancing the security of apps. Much of the process happens during the development phase, security tools and methods are used to protect apps once they are deployed.

The application security market is seeing a rapid growth primarily driven by the increase in the number of cyber-attacks and their sophistication, strict government regulations and growing smartphone penetration and adoption. Additionally, the space has seen a

lot of investments by venture capitalists and private equity investors giving rise to a bunch of rising cybersecurity startups in the world. Other factors contributed to the growth of the application security market include the development and adoption of Internet of Things (IoT), digitization and automation in the industrial space, and technological development in the finance space especially in the emerging economies, etc.

The main companies in the market include Micro Focus, Veracode, Rogue Wave Software, CAST Software, HCL Technologies (formerly IBM), Synopsys, Parasoft and Checkmarx. In 2019, HCL technologies (formally IBM) accounted for the largest proportion, about 13%.

Key Features:

The report on Application Security Testing (AST) Software market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Application Security Testing (AST) Software market. It may include historical data, market segmentation by Type (e.g., Cloud-Based, On-Premises), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Application Security Testing (AST) Software market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Application Security Testing (AST) Software market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Application Security Testing (AST) Software industry. This include advancements in Application Security Testing (AST) Software technology, Application Security Testing (AST) Software new entrants, Application Security Testing (AST) Software new investment, and other innovations that are shaping the future of Application Security Testing (AST) Software.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Application Security Testing (AST) Software market. It includes factors influencing customer ' purchasing decisions, preferences for Application Security Testing (AST) Software product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Application Security Testing (AST) Software market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Application Security Testing (AST) Software market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Application Security Testing (AST) Software market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Application Security Testing (AST) Software industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Application Security Testing (AST) Software market.

Market Segmentation:

Application Security Testing (AST) Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Cloud-Based

On-Premises

Segmentation by application

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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.

Checkmarx

WhiteHat Security

PortSwigger

Acunetix

Veracode

Qualys

Micro Focus

Rapid7

Contrast Security

ImmuniWeb

Veracode

Netsparker

Synopsys

Edgescan

Onapsis

NetSPI

Checkmarx

ERPScan

N-Stalker

Trustwave

Positive Technologies

IBM

Virtual Forge

SiteLock

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