

Global Brand Protection Software Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Brand Protection Software market size is predicted to grow from US\$ 452 million in 2025 to US\$ 1392 million in 2031; it is expected to grow at a CAGR of 20.6% from 2025 to 2031.

This report studies the Brand Protection Software. Brand Protection Software is a software that contains a set of tools designed to keep customer's brand reputation and market price positioning up to customer's goals. Brand Protection software provides organizations with online brand monitoring, actionable intelligence, and investigation management tools to protect digital assets and intellectual property against brand infringements.

Global Brand Protection Software key players include MarkMonitor, Red Points Solutions, Enablon, etc. Global top three manufacturers hold a share over 30%.

United States is the largest market, with a share over 40%, followed by China, and Europe, both have a share about 40 percent.

In terms of product, Cloud-Based is the largest segment, with a share over 85%. And in terms of application, the largest application is Large Enterprises, followed by SMEs.

LPI (LP Information)' newest research report, the "Brand Protection Software Industry Forecast" looks at past sales and reviews total world Brand Protection Software sales in 2024, providing a comprehensive analysis by region and market sector of projected Brand Protection Software sales for 2025 through 2031. With Brand Protection Software

sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Brand Protection Software industry.

This Insight Report provides a comprehensive analysis of the global Brand Protection Software 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 Brand Protection Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Brand Protection Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Brand Protection Software 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 Brand Protection Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Brand Protection Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-Premise

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

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.

MarkMonitor

Resolver

BrandShield

PhishLabs

BrandVerity

AppDetex

Hubstream

Numerator

Pointer Brand Protection

Red Points Solutions

Ruvixx

Custodian Solutions

Enablon

Incopro

Scout

OPTEL (Verify Brand)

IntelliCred

CSC

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