

Global Email based Phishing Protection Market Growth (Status and Outlook) 2024-2030

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Abstracts

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The Phishing Protection market encompasses technologies, tools, and services designed to detect and prevent phishing attacks, which are a type of cybercrime where attackers masquerade as legitimate entities to deceive individuals into providing sensitive information such as passwords and credit card details. Phishing attacks are one of the most common methods used by cybercriminals to commit identity theft, financial fraud, and other malicious activities.

The global Email based Phishing Protection market size is projected to grow from US\$ 1509.4 million in 2023 to US\$ 5755 million in 2030; it is expected to grow at a CAGR of 21.1% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Email based Phishing Protection Industry Forecast" looks at past sales and reviews total world Email based Phishing Protection sales in 2023, providing a comprehensive analysis by region and market sector of projected Email based Phishing Protection sales for 2024 through 2030. With Email based Phishing Protection sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Email based Phishing Protection industry.

This Insight Report provides a comprehensive analysis of the global Email based Phishing Protection landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Email based Phishing Protection portfolios and capabilities, market entry

strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Email based Phishing Protection market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Email based Phishing Protection 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 Email based Phishing Protection.

Key trends in the Phishing Protection market include:

1. **Advanced Email Filtering:** Email is a primary vector for phishing attacks. Advanced email filtering technologies that use machine learning and AI to detect phishing emails are increasingly popular. These systems can automatically sort out phishing emails from legitimate ones, reducing the likelihood of users being exposed to such threats.
2. **User Training and Awareness:** Phishing protection is not just about technology; it also involves educating users about the risks and how to identify and report phishing attempts. Training programs and simulated phishing campaigns are effective in increasing user awareness and improving the ability to detect phishing emails and websites.
3. **Multi-Factor Authentication (MFA):** Implementing MFA adds an extra layer of security that makes it more difficult for attackers to gain unauthorized access even if they have obtained a user's password through a phishing attack.
4. **Anti-Phishing Software:** Specialized software can be installed on individual devices or networked systems to detect and block phishing websites, malicious software, and suspicious activities. These tools often update in real-time to keep up with the latest phishing techniques.
5. **Cloud-Based Solutions:** Phishing protection solutions that are cloud-based offer scalability, ease of deployment, and centralized management. They can protect organizations of all sizes and provide immediate updates and patches to all users.
6. **Proactive Monitoring and Threat Intelligence:** Advanced threat intelligence platforms

analyze incoming emails and web traffic in real-time to detect patterns and signatures of phishing attacks. By proactively monitoring for threats, these systems can block malicious activity before it reaches users.

7. Regulatory Compliance: Many industries are subject to regulations that require them to protect customer data from phishing attacks. Solutions that offer compliance with regulations such as the General Data Protection Regulation (GDPR) or the Health Insurance Portability and Accountability Act (HIPAA) are in high demand. 8. Integration with Existing Infrastructure: Phishing protection solutions must integrate seamlessly with existing email systems, web browsers, and other IT infrastructure to be effective. This integration often involves APIs and other protocols that allow for smooth operation within an organization's technology ecosystem.

The Phishing Protection market is expected to continue growing as cybercriminals become more sophisticated in their phishing techniques. As such, organizations need to continually update their defenses with the latest technologies and best practices to protect against these evolving threats. The combination of technological advancements, user education, and compliance requirements will shape the future of the phishing protection market.

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

Segmentation by type

Cloud

On-Premises

Segmentation by application

SMEs

Large Enterprises

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.

Cyren

BAE Systems

Microsoft Corporation

FireEye Inc.

Symantec Corporation

Proofpoint, Inc.

GreatHorn, Inc.

Cisco Systems Inc.

Phishlabs

Intel Corporation

Mimecast Ltd

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Figure 74. Turkey Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 76. Global Email based Phishing Protection Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Email based Phishing Protection Market Size Market Share Forecast by Application (2025-2030)

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