

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

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 Email based Phishing Protection Market Size 2019-2030
 - 2.1.2 Email based Phishing Protection Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Email based Phishing Protection Segment by Type
 - 2.2.1 Cloud
 - 2.2.2 On-Premises
- 2.3 Email based Phishing Protection Market Size by Type
 - 2.3.1 Email based Phishing Protection Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Email based Phishing Protection Market Size Market Share by Type (2019-2024)
- 2.4 Email based Phishing Protection Segment by Application
 - 2.4.1 SMEs
 - 2.4.2 Large Enterprises
- 2.5 Email based Phishing Protection Market Size by Application
 - 2.5.1 Email based Phishing Protection Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Email based Phishing Protection Market Size Market Share by Application (2019-2024)

3 EMAIL BASED PHISHING PROTECTION MARKET SIZE BY PLAYER

- 3.1 Email based Phishing Protection Market Size Market Share by Players

- 3.1.1 Global Email based Phishing Protection Revenue by Players (2019-2024)
- 3.1.2 Global Email based Phishing Protection Revenue Market Share by Players (2019-2024)
- 3.2 Global Email based Phishing Protection 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) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 EMAIL BASED PHISHING PROTECTION BY REGIONS

- 4.1 Email based Phishing Protection Market Size by Regions (2019-2024)
- 4.2 Americas Email based Phishing Protection Market Size Growth (2019-2024)
- 4.3 APAC Email based Phishing Protection Market Size Growth (2019-2024)
- 4.4 Europe Email based Phishing Protection Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Email based Phishing Protection Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Email based Phishing Protection Market Size by Country (2019-2024)
- 5.2 Americas Email based Phishing Protection Market Size by Type (2019-2024)
- 5.3 Americas Email based Phishing Protection Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Email based Phishing Protection Market Size by Region (2019-2024)
- 6.2 APAC Email based Phishing Protection Market Size by Type (2019-2024)
- 6.3 APAC Email based Phishing Protection Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Email based Phishing Protection by Country (2019-2024)

7.2 Europe Email based Phishing Protection Market Size by Type (2019-2024)

7.3 Europe Email based Phishing Protection Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Email based Phishing Protection by Region (2019-2024)

8.2 Middle East & Africa Email based Phishing Protection Market Size by Type (2019-2024)

8.3 Middle East & Africa Email based Phishing Protection Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL EMAIL BASED PHISHING PROTECTION MARKET FORECAST

10.1 Global Email based Phishing Protection Forecast by Regions (2025-2030)

10.1.1 Global Email based Phishing Protection Forecast by Regions (2025-2030)

10.1.2 Americas Email based Phishing Protection Forecast

10.1.3 APAC Email based Phishing Protection Forecast

- 10.1.4 Europe Email based Phishing Protection Forecast
- 10.1.5 Middle East & Africa Email based Phishing Protection Forecast
- 10.2 Americas Email based Phishing Protection Forecast by Country (2025-2030)
 - 10.2.1 United States Email based Phishing Protection Market Forecast
 - 10.2.2 Canada Email based Phishing Protection Market Forecast
 - 10.2.3 Mexico Email based Phishing Protection Market Forecast
 - 10.2.4 Brazil Email based Phishing Protection Market Forecast
- 10.3 APAC Email based Phishing Protection Forecast by Region (2025-2030)
 - 10.3.1 China Email based Phishing Protection Market Forecast
 - 10.3.2 Japan Email based Phishing Protection Market Forecast
 - 10.3.3 Korea Email based Phishing Protection Market Forecast
 - 10.3.4 Southeast Asia Email based Phishing Protection Market Forecast
 - 10.3.5 India Email based Phishing Protection Market Forecast
 - 10.3.6 Australia Email based Phishing Protection Market Forecast
- 10.4 Europe Email based Phishing Protection Forecast by Country (2025-2030)
 - 10.4.1 Germany Email based Phishing Protection Market Forecast
 - 10.4.2 France Email based Phishing Protection Market Forecast
 - 10.4.3 UK Email based Phishing Protection Market Forecast
 - 10.4.4 Italy Email based Phishing Protection Market Forecast
 - 10.4.5 Russia Email based Phishing Protection Market Forecast
- 10.5 Middle East & Africa Email based Phishing Protection Forecast by Region (2025-2030)
 - 10.5.1 Egypt Email based Phishing Protection Market Forecast
 - 10.5.2 South Africa Email based Phishing Protection Market Forecast
 - 10.5.3 Israel Email based Phishing Protection Market Forecast
 - 10.5.4 Turkey Email based Phishing Protection Market Forecast
 - 10.5.5 GCC Countries Email based Phishing Protection Market Forecast
- 10.6 Global Email based Phishing Protection Forecast by Type (2025-2030)
- 10.7 Global Email based Phishing Protection Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Cyren
 - 11.1.1 Cyren Company Information
 - 11.1.2 Cyren Email based Phishing Protection Product Offered
 - 11.1.3 Cyren Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)
 - 11.1.4 Cyren Main Business Overview
 - 11.1.5 Cyren Latest Developments

11.2 BAE Systems

11.2.1 BAE Systems Company Information

11.2.2 BAE Systems Email based Phishing Protection Product Offered

11.2.3 BAE Systems Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.2.4 BAE Systems Main Business Overview

11.2.5 BAE Systems Latest Developments

11.3 Microsoft Corporation

11.3.1 Microsoft Corporation Company Information

11.3.2 Microsoft Corporation Email based Phishing Protection Product Offered

11.3.3 Microsoft Corporation Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.3.4 Microsoft Corporation Main Business Overview

11.3.5 Microsoft Corporation Latest Developments

11.4 FireEye Inc.

11.4.1 FireEye Inc. Company Information

11.4.2 FireEye Inc. Email based Phishing Protection Product Offered

11.4.3 FireEye Inc. Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 FireEye Inc. Main Business Overview

11.4.5 FireEye Inc. Latest Developments

11.5 Symantec Corporation

11.5.1 Symantec Corporation Company Information

11.5.2 Symantec Corporation Email based Phishing Protection Product Offered

11.5.3 Symantec Corporation Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.5.4 Symantec Corporation Main Business Overview

11.5.5 Symantec Corporation Latest Developments

11.6 Proofpoint, Inc.

11.6.1 Proofpoint, Inc. Company Information

11.6.2 Proofpoint, Inc. Email based Phishing Protection Product Offered

11.6.3 Proofpoint, Inc. Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.6.4 Proofpoint, Inc. Main Business Overview

11.6.5 Proofpoint, Inc. Latest Developments

11.7 GreatHorn, Inc.

11.7.1 GreatHorn, Inc. Company Information

11.7.2 GreatHorn, Inc. Email based Phishing Protection Product Offered

11.7.3 GreatHorn, Inc. Email based Phishing Protection Revenue, Gross Margin and

Market Share (2019-2024)

11.7.4 GreatHorn, Inc. Main Business Overview

11.7.5 GreatHorn, Inc. Latest Developments

11.8 Cisco Systems Inc.

11.8.1 Cisco Systems Inc. Company Information

11.8.2 Cisco Systems Inc. Email based Phishing Protection Product Offered

11.8.3 Cisco Systems Inc. Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 Cisco Systems Inc. Main Business Overview

11.8.5 Cisco Systems Inc. Latest Developments

11.9 Phishlabs

11.9.1 Phishlabs Company Information

11.9.2 Phishlabs Email based Phishing Protection Product Offered

11.9.3 Phishlabs Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Phishlabs Main Business Overview

11.9.5 Phishlabs Latest Developments

11.10 Intel Corporation

11.10.1 Intel Corporation Company Information

11.10.2 Intel Corporation Email based Phishing Protection Product Offered

11.10.3 Intel Corporation Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 Intel Corporation Main Business Overview

11.10.5 Intel Corporation Latest Developments

11.11 Mimecast Ltd

11.11.1 Mimecast Ltd Company Information

11.11.2 Mimecast Ltd Email based Phishing Protection Product Offered

11.11.3 Mimecast Ltd Email based Phishing Protection Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 Mimecast Ltd Main Business Overview

11.11.5 Mimecast Ltd Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Email based Phishing Protection Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Cloud

Table 3. Major Players of On-Premises

Table 4. Email based Phishing Protection Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Email based Phishing Protection Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Table 7. Email based Phishing Protection Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Email based Phishing Protection Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Table 10. Global Email based Phishing Protection Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Email based Phishing Protection Revenue Market Share by Player (2019-2024)

Table 12. Email based Phishing Protection Key Players Head office and Products Offered

Table 13. Email based Phishing Protection Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Email based Phishing Protection Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Email based Phishing Protection Market Size Market Share by Regions (2019-2024)

Table 18. Global Email based Phishing Protection Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Email based Phishing Protection Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Email based Phishing Protection Market Size by Country

(2019-2024) & (\$ Millions)

Table 21. Americas Email based Phishing Protection Market Size Market Share by Country (2019-2024)

Table 22. Americas Email based Phishing Protection Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Table 24. Americas Email based Phishing Protection Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Table 26. APAC Email based Phishing Protection Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Email based Phishing Protection Market Size Market Share by Region (2019-2024)

Table 28. APAC Email based Phishing Protection Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Table 30. APAC Email based Phishing Protection Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Table 32. Europe Email based Phishing Protection Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Email based Phishing Protection Market Size Market Share by Country (2019-2024)

Table 34. Europe Email based Phishing Protection Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Table 36. Europe Email based Phishing Protection Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Email based Phishing Protection Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Email based Phishing Protection Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Email based Phishing Protection Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Email based Phishing Protection Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Email based Phishing Protection

Table 45. Key Market Challenges & Risks of Email based Phishing Protection

Table 46. Key Industry Trends of Email based Phishing Protection

Table 47. Global Email based Phishing Protection Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Email based Phishing Protection Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Email based Phishing Protection Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Email based Phishing Protection Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Cyren Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 52. Cyren Email based Phishing Protection Product Offered

Table 53. Cyren Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Cyren Main Business

Table 55. Cyren Latest Developments

Table 56. BAE Systems Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 57. BAE Systems Email based Phishing Protection Product Offered

Table 58. BAE Systems Main Business

Table 59. BAE Systems Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. BAE Systems Latest Developments

Table 61. Microsoft Corporation Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 62. Microsoft Corporation Email based Phishing Protection Product Offered

Table 63. Microsoft Corporation Main Business

Table 64. Microsoft Corporation Email based Phishing Protection Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 65. Microsoft Corporation Latest Developments

Table 66. FireEye Inc. Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 67. FireEye Inc. Email based Phishing Protection Product Offered

Table 68. FireEye Inc. Main Business

Table 69. FireEye Inc. Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. FireEye Inc. Latest Developments

Table 71. Symantec Corporation Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 72. Symantec Corporation Email based Phishing Protection Product Offered

Table 73. Symantec Corporation Main Business

Table 74. Symantec Corporation Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Symantec Corporation Latest Developments

Table 76. Proofpoint, Inc. Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 77. Proofpoint, Inc. Email based Phishing Protection Product Offered

Table 78. Proofpoint, Inc. Main Business

Table 79. Proofpoint, Inc. Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Proofpoint, Inc. Latest Developments

Table 81. GreatHorn, Inc. Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 82. GreatHorn, Inc. Email based Phishing Protection Product Offered

Table 83. GreatHorn, Inc. Main Business

Table 84. GreatHorn, Inc. Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. GreatHorn, Inc. Latest Developments

Table 86. Cisco Systems Inc. Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 87. Cisco Systems Inc. Email based Phishing Protection Product Offered

Table 88. Cisco Systems Inc. Main Business

Table 89. Cisco Systems Inc. Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Cisco Systems Inc. Latest Developments

Table 91. Phishlabs Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 92. Phishlabs Email based Phishing Protection Product Offered

Table 93. Phishlabs Main Business

Table 94. Phishlabs Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. Phishlabs Latest Developments

Table 96. Intel Corporation Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 97. Intel Corporation Email based Phishing Protection Product Offered

Table 98. Intel Corporation Main Business

Table 99. Intel Corporation Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. Intel Corporation Latest Developments

Table 101. Mimecast Ltd Details, Company Type, Email based Phishing Protection Area Served and Its Competitors

Table 102. Mimecast Ltd Email based Phishing Protection Product Offered

Table 103. Mimecast Ltd Email based Phishing Protection Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 104. Mimecast Ltd Main Business

Table 105. Mimecast Ltd Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Email based Phishing Protection Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Email based Phishing Protection Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Email based Phishing Protection Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Email based Phishing Protection Sales Market Share by Country/Region (2023)

Figure 8. Email based Phishing Protection Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Email based Phishing Protection Market Size Market Share by Type in 2023

Figure 10. Email based Phishing Protection in SMEs

Figure 11. Global Email based Phishing Protection Market: SMEs (2019-2024) & (\$ Millions)

Figure 12. Email based Phishing Protection in Large Enterprises

Figure 13. Global Email based Phishing Protection Market: Large Enterprises (2019-2024) & (\$ Millions)

Figure 14. Global Email based Phishing Protection Market Size Market Share by Application in 2023

Figure 15. Global Email based Phishing Protection Revenue Market Share by Player in 2023

Figure 16. Global Email based Phishing Protection Market Size Market Share by Regions (2019-2024)

Figure 17. Americas Email based Phishing Protection Market Size 2019-2024 (\$ Millions)

Figure 18. APAC Email based Phishing Protection Market Size 2019-2024 (\$ Millions)

Figure 19. Europe Email based Phishing Protection Market Size 2019-2024 (\$ Millions)

Figure 20. Middle East & Africa Email based Phishing Protection Market Size 2019-2024 (\$ Millions)

Figure 21. Americas Email based Phishing Protection Value Market Share by Country in 2023

Figure 22. United States Email based Phishing Protection Market Size Growth

2019-2024 (\$ Millions)

Figure 23. Canada Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 24. Mexico Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Email based Phishing Protection Market Size Market Share by Region in 2023

Figure 27. APAC Email based Phishing Protection Market Size Market Share by Type in 2023

Figure 28. APAC Email based Phishing Protection Market Size Market Share by Application in 2023

Figure 29. China Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Email based Phishing Protection Market Size Market Share by Country in 2023

Figure 36. Europe Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Figure 37. Europe Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Figure 38. Germany Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Email based Phishing Protection Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Email based Phishing Protection Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Email based Phishing Protection Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Email based Phishing Protection Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 55. United States Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 59. China Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 61. Korea Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 63. India Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 66. France Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 67. UK Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Email based Phishing Protection Market Size 2025-2030 (\$ Millions)

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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