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Global IoT and Internet Aware Pen Testing Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global IoT and Internet Aware Pen Testing market size is predicted to grow from US$ 392 million in 2025 to US$ 1615 million in 2031; it is expected to grow at a CAGR of 26.6% from 2025 to 2031.

With the rise of the Internet of Things (IoT) and Internet-connected devices becoming more pervasive in every organization, it makes sense that there's been more done to assess the risk and implement security controls for these devices. Both the organizations that produce IoT devices and the organizations that incorporate them into their networks have responsibilities when it comes to securing them, however. Whether it's your smart refrigerator, your smart televisions in the conference rooms, or the thermostats, when they are a part of your corporate network they can impact your network security posture. IoT penetration testing and security assessments are an important part of understanding the risk these connected devices pose to your organization.

The network penetration testing (pen testing) market is experiencing significant growth as organizations recognize the importance of assessing and strengthening their network security defenses. Network pen testing refers to the process of simulating cyberattacks on a network to identify vulnerabilities and weaknesses, allowing organizations to proactively address and mitigate potential security risks.

One of the key drivers of the network pen testing market is the increasing sophistication and frequency of cyberattacks. As cybercriminals evolve their tactics, organizations need to stay one step ahead by regularly assessing their network security posture.

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Network pen testing provides a critical evaluation of an organization's network infrastructure, identifying vulnerabilities that could be exploited by attackers and allowing organizations to patch or mitigate these weaknesses.

Furthermore, the growing adoption of cloud computing and the increasing reliance on interconnected systems and Internet of Things (IoT) devices is driving the demand for network pen testing. Cloud-based environments, IoT devices, and complex network infrastructures introduce new attack vectors and potential security vulnerabilities. Network pen testing helps organizations identify and address these risks, ensuring the security and integrity of their digital assets.

Another trend in the market is the increasing adoption of automation and artificial intelligence (AI) in network pen testing. Automated pen testing solutions can rapidly identify vulnerabilities and weaknesses, significantly reducing the time and effort required compared to manual testing. Additionally, AI-powered algorithms can analyze vast amounts of data, predict potential attack scenarios, and generate actionable insights to enhance an organization's overall network security.

Furthermore, regulatory compliance requirements are pushing organizations to invest in network pen testing. Many industries, including finance, healthcare, and government, have strict compliance regulations that mandate ongoing security assessments. Network pen testing helps organizations meet these requirements by identifying vulnerabilities and demonstrating proactive measures to protect sensitive data and customer information.

Additionally, the market is witnessing an increased focus on continuous monitoring and testing. Traditional pen testing approaches involve periodic assessments, but as cybersecurity threats constantly evolve, organizations need to take a continuous approach to network security. Continuous network pen testing allows organizations to identify and address vulnerabilities in real-time, ensuring robust and up-to-date security defenses.

Geographically, North America is expected to dominate the network pen testing market due to the presence of major market players and the increasing emphasis on cybersecurity in industries such as finance and technology. However, other regions, including Europe and Asia Pacific, are also experiencing significant market growth driven by evolving cybersecurity regulations and growing awareness of the importance of network security.

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In summary, the network pen testing market is growing as organizations prioritize assessing and strengthening their network security defenses. The increasing sophistication of cyberattacks, the adoption of cloud computing and IoT devices, and compliance requirements are driving market demand. Automation and AI, along with the trend towards continuous testing and monitoring, are shaping the future of network pen testing. North America is leading market growth, but other regions are also experiencing significant developments in the field.

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

This Insight Report provides a comprehensive analysis of the global IoT and Internet Aware Pen Testing 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 IoT and Internet Aware Pen Testing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global IoT and Internet Aware Pen Testing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for IoT and Internet Aware Pen Testing 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 IoT and Internet Aware Pen Testing.

This report presents a comprehensive overview, market shares, and growth opportunities of IoT and Internet Aware Pen Testing market by product type, application, key players and key regions and countries.

Segmentation by Type:

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On-premises

Cloud

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

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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.

Rapid7(US)

Fireeye(US)

Micro Focus(UK)

IBM(US)

Secureworks(US)

Sciencesoft (US)

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Acunetix(US)

Netsparkar(UK)

Veracode(US)

Core Security(US)

Hackerone(US)

Immuniweb(Switzerland)

Raxis(US)

Coalfire Labs(US)

Rhino Security Labs(US)

Checkmarx(Israel)

Port Swigger(England)

Indium Software(US)

Netraguard(UK)

Offensive Security(US)

Vumeric Cybersecurity(US)

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