

# Global Network Behavior Analysis Software Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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Network behavior analysis software tools are designed to add an additional level of security to other security software like intrusion prevention systems (IPS), firewalls or security information and event management (SIEM) systems.

While other network security software is designed to detect specific endpoint intrusion, NBA tools listen to IP traffic flow systems or network packets to establish a baseline of normal activity, and then look for network flow anomalies. This enables security and network managers to be alerted of any suspicious activity which is outside of normal traffic flow so that remedial action can be taken before any significant damage is done.

The global Network Behavior Analysis Software market size is projected to grow from US\$ 1881.2 million in 2023 to US\$ 4388.3 million in 2030; it is expected to grow at a CAGR of 12.9% from 2024 to 2030.

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

This Insight Report provides a comprehensive analysis of the global Network Behavior Analysis 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 analyzes the strategies of leading global companies with a focus on Network Behavior Analysis Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Network Behavior Analysis Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Network Behavior Analysis 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 Network Behavior Analysis Software.

The future market trends of Network Behavior Analysis Software are driven by the increasing demand for network security solutions, the growing adoption of cloud-based services, the rising complexity of cyberattacks, and the emergence of new technologies such as artificial intelligence, big data, and blockchain. Some of the key trends are:

**Integration of advanced analytics and machine learning algorithms into Network Behavior Analysis Software:** This trend enables Network Behavior Analysis Software to classify the type of network traffic, measure network performance, and detect advanced threats with high accuracy and efficiency.

**Rise in investments in security solutions:** This trend reflects the growing awareness of the importance of network security and the need to protect network assets from cyber threats. According to Global Market Insights, the global behavior analytics market is expected to cross \$3.5 billion by 2024 and network behavior analysis is an important use case for this technology.

**Increase in insider security threats in organizations:** This trend highlights the challenge of detecting and preventing malicious or unauthorized actions by employees, contractors, or partners who have access to network resources. Network Behavior Analysis Software can help identify suspicious behavior patterns and flag potential insiders.

**Increase in demand for driver safety measures:** This trend indicates the potential application of Network Behavior Analysis Software in the automotive industry, where it

can be used to monitor driver behavior and alert drivers of risky situations or violations. Network Behavior Analysis Software can also help optimize vehicle performance and fuel efficiency by analyzing driving patterns.

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

#### Segmentation by type

Cloud-Based

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.

Varonis Systems

AT&T Cybersecurity

Cisco

ManageEngine (Zoho)

NETSCOUT Systems

Imperva

Flowmon Networks

Riverbed Technology

Awake Security

CenturyLink

IBM

F5

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Figure 77. Global Network Behavior Analysis Software Market Size Market Share Forecast by Application (2025-2030)

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