

# Global PC Antivirus Software Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Antivirus software detects, prevents, and removes malicious programs. It enables real-time scanning of the system memory, OS, and files using signature-based detection methods, heuristic detection methods, and rootkit detection tools to prevent computers from being infected with malware. With increased usage of the Internet, the risk of malware attacks is high. Though antivirus software cannot protect the system from every type of malware attack, it can prevent a significant level of intrusions with the help of real-time scanning.

The report focuses on antivirus software for endpoints in the network security market, but not all the security software.

LPI (LP Information)' newest research report, the "PC Antivirus Software Industry Forecast" looks at past sales and reviews total world PC Antivirus Software sales in 2022, providing a comprehensive analysis by region and market sector of projected PC Antivirus Software sales for 2023 through 2029. With PC Antivirus Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world PC Antivirus Software industry.

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

accelerating global PC Antivirus Software market.

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

The global PC Antivirus Software market size is projected to grow from US\$ 2782.1 million in 2022 to US\$ 3121.9 million in 2029; it is expected to grow at a CAGR of 1.7% from 2023 to 2029.

The production regions mainly focus on North America, Europe, Japan, China, India, Southeast Asia. Symantec, McAfee, Trend Micro, Avast Software, ESET, Bitdefender, Fortinet, F-Secure, G DATA Software, Avira, Qihoo 360, Kaspersky, Panda Security, Quick Heal, Comodo, Microsoft, Rising, Cheetah Mobile and AhnLab are the leader providers all around world. In the past few years, the market of antivirus software has grown rapidly. The three biggest suppliers of Antivirus Software in China – Tencent, Qihoo 360, Rising and Cheetah Mobile are the local representation in recent years.

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

#### Market Segmentation:

##### Segmentation by type

Free to Use

Pay to Use

##### Segmentation by application

Individual Users

Enterprise Users

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.

Symantec

McAfee

Trend Micro

Avast Software

ESET

Bitdefender

Fortinet

F-Secure

G DATA Software

Avira

Qihoo 360

Kaspersky

Tencent

Quick Heal

Comodo

Microsoft

Rising

Cheetah Mobile

AhnLab

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