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Global Penetration Test (Pen Test) Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Penetration Test (Pen Test) market size will reach US$ 3628 million by 2031.

Penetration Testing (Pen Test) is a proactive security assessment method that simulates real-world cyberattacks to evaluate the security posture of information systems, networks, applications, and physical infrastructures. Pen testers use a variety of techniques and tools to mimic the tactics of potential attackers, aiming to identify vulnerabilities, misconfigurations, and potential security weaknesses. Penetration testing not only helps organizations uncover hidden risks but also validates the effectiveness of existing security measures and provides actionable remediation recommendations. Widely applied across sectors such as finance, government, healthcare, energy, and technology, penetration testing has become a critical element for enhancing overall cybersecurity resilience and meeting compliance requirements (such as PCI DSS, ISO 27001, and GDPR). As cyberattacks become increasingly sophisticated, penetration testing is evolving from a periodic compliance exercise into a continuous security assurance strategy essential for modern businesses.

United States market for Penetration Test (Pen Test) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Penetration Test (Pen Test) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Penetration Test (Pen Test) is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

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Global key Penetration Test (Pen Test) players cover Synopsys(Cigital), Acunetix, Checkmarx, Qualys, Inc., Rapid7, Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Penetration Test (Pen Test) 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 Penetration Test (Pen Test).

This report presents a comprehensive overview, market shares, and growth opportunities of Penetration Test (Pen Test) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Network Penetration Testing

Web and Wireless Penetration Testing

Social Engineering Penetration Testing

Cloud Infrastructure Penetration Testing

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Segmentation by Application:

- Government & Defense
- BFSI
- IT & Telecom
- Healthcare
- Retail
- Manufacturing
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea

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- 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.

- Synopsys(Cigital)
- Acunetix

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Checkmarx

Qualys, Inc.

Rapid7, Inc.

CA Technologies(Veracode)

Hewlett Packard Enterprise

IBM

Whitehat Security

Trustwave Holdings, Inc.

Contrast Security

Portswigger Ltd.

Wireshark

Netsparker Limited

Tencent Cloud

Huawei Cloud

Qihu 360

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