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Global Web Application Pen Testing Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Web Application Pen Testing market size is predicted to grow from US$ 622 million in 2025 to US$ 1532 million in 2031; it is expected to grow at a CAGR of 16.2% from 2025 to 2031.

A web application penetration test is a type of ethical hacking engagement designed to assess the architecture, design and configuration of web applications. Assessments are conducted to identify cyber security risks that could lead to unauthorised access and/or data exposure.

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. 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

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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.

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

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significant developments in the field.

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

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

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

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

Segmentation by Type:

On-premises

Cloud

Segmentation by Application:

SMEs

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- 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

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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)

Acunetix(US)

Netsparkar(UK)

Veracode(US)

Core Security(US)

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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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