

# Global Next Generation AntiVirus Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/N9EDB695FE1FEN.html>

Date: January 2026

Pages: 101

Price: US\$ 3,660.00 (Single User License)

ID: N9EDB695FE1FEN

## Abstracts

The global Next Generation AntiVirus market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Next-generation antivirus software is an intelligent, behavior-driven, and cloud-collaborative endpoint malware protection technology system developed in contrast to traditional signature-based antivirus technologies. NGAV, relying on machine learning, behavioral analysis, threat intelligence, cloud-based big data modeling, and real-time monitoring capabilities, can identify and block malicious behavior even in the absence of signatures, unknown samples, file-less attacks, and multi-stage attack chains. It is one of the core components of modern endpoint protection platforms.

## Gross Margin Levels

Next-generation antivirus/modern endpoint security belongs to the typical high-margin SaaS/software sector. On the one hand, the main costs of the products are concentrated in R&D investment and cloud infrastructure, with extremely low marginal costs for a single new endpoint; on the other hand, the subscription model of enterprise customers allows ARR (Average Revenue Expected) to accumulate continuously, resulting in gross margins far higher than traditional hardware and on-premises software. Taking cloud-native NGAV vendors as an example, their disclosed GAAP gross margins in the past two years have typically been in the range of 70%–78%. Although traditional security vendors have more diversified product lines overall, the gross margins of endpoint security/platform businesses also remain high, with overall operating profit margins around 18–24%. In summary, under the 'pure software + cloud subscription + security platform package' model, the ex-factory/subscription gross

margin of the NGAV industry can be roughly considered to be in the range of 65%–80%, with a central value of about 70%–75%. After deducting the high investment in sales and R&D, leading vendors are gradually transitioning from losses to operating profits, while long-tail vendors are still in a growth stage characterized by 'high gross margins but high expenses.'

## Industry Drivers

The core forces driving the continued expansion of the next-generation antivirus market can be summarized into four main lines: threat evolution, architectural changes, IT landscape transformation, and compliance pressures. First, the global cyberattack landscape is becoming increasingly complex, with ransomware, supply chain attacks, fileless attacks, and living-off-the-land techniques constantly proliferating. Traditional signature-based antivirus software is no longer effective against combined attacks of 'zero-day + unsigned + multi-stage,' making NGAV/EPP, based on behavioral analysis, machine learning, and real-time threat intelligence, the 'new standard' for enterprise endpoint security. Second, enterprise IT architectures are rapidly evolving towards cloudification, remote work, and mobility. Endpoint forms are expanding from PCs to mobile devices, virtual desktops, cloud workloads, and IoT/OT devices, leading to an exponential increase in the attack surface. This forces customers to upgrade from single-point antivirus tools to modern endpoint security platforms that combine 'unified cloud management + cross-platform agents + XDR integration.'

LPI (LP Information)' newest research report, the “Next Generation AntiVirus Industry Forecast” looks at past sales and reviews total world Next Generation AntiVirus sales in 2025, providing a comprehensive analysis by region and market sector of projected Next Generation AntiVirus sales for 2026 through 2032. With Next Generation AntiVirus sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Next Generation AntiVirus industry.

This Insight Report provides a comprehensive analysis of the global Next Generation AntiVirus 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 Next Generation AntiVirus portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Next Generation AntiVirus market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Next Generation AntiVirus 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 Next Generation AntiVirus.

This report presents a comprehensive overview, market shares, and growth opportunities of Next Generation AntiVirus market by product type, application, key players and key regions and countries.

**Segmentation by Type:**

Behavior and Event-Driven

AI-Driven

Others

**Segmentation by Deployment Method:**

Cloud-based

On-premise

**Segmentation by User Scale:**

Large Enterprise

SMEs

**Segmentation by Application:**

Finance and Insurance

Manufacturing

Internet and High Technology

Others

**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.

Microsoft

CrowdStrike

Trend Micro

Trellix

Palo Alto Networks

Broadcom

Sophos

Bitdefender

Cisco

VMware Carbon Black

Check Point

Malwarebytes

Fortinet

BlackBerry Cylance

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