

Global Security Software Industry 2013-2018: Trend, Profit, and Forecast Analysis, March 2013

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Abstracts

The global security software industry is forecasted to reach an estimated value of US \$30.1 billion, exhibiting solid growth over the next five years. The industry is expected to witness a healthy growth rate driven by emerging economies and persistent cyber threats. The industry, which is consolidated, is characterized by strong market growth, low product differentiation, and low entry barriers, making the competitive rivalry intensive among industry players. As enterprises adopt Internet-based technologies, emergence of remote-access solutions, and informationintensive business models, digital asset can be at risk, creating a need for huge investments in security to provide opportunity for vendors.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the industry and presents its findings in "Global Security Software Industry 2013-2018: Trend, Profit, and Forecast Analysis." The security software industry comprises antivirus, identity and access management, encryption, intrusion detection, and other security software. A combination of factors such as IT spending, technological innovations, and economic growth affects the industry dynamics significantly.

The report describes how the industry faces challenges from the availability of free pirated software, which affects the revenue growth in the security software market. Another challenge is that the users generally avoid the upgrading of software, which is considered a major drawback for the industry.

Despite these challenges, increasing demand from small and medium business, continuous security threats and compliance requirements, which includes user provisioning and mobile data protection, drive the industry. The industry indicated a

resistance toward the economic downturn and managed to grow as enterprises gave priority to security budgets.

This study is intended to provide industry leaders with a competitive benchmarking of the security software industry and provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It helps current suppliers assess their capabilities and strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing plan.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global security software industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Contents

- 1. EXECUTIVE SUMMARY**
- 2. INDUSTRY DEFINITION AND SCOPE**
- 3. INDUSTRY OVERVIEW**
- 4. GLOBAL MACROECONOMIC OVERVIEW**
- 5. INDUSTRY TRENDS**
- 6. INDUSTRY FORECASTS**
- 7. EMERGING TRENDS**
- 8. CONCLUSIONS**

List Of Figures

LIST OF FIGURES

Chapter 3. Industry Overview

Figure 3.1: External forces shaping global security software industry

Chapter 4. Global Macroeconomic Overview

Figure 4.1: Global GDP growth rate trend

Figure 4.2: Global inflation rate trend

Figure 4.3: Global population growth rate trend

Figure 4.4: Global unemployment rate trend

Figure 4.5: Regional GDP growth rate trend

Figure 4.6: Regional inflation rate trend

Figure 4.7: Regional population growth rate trend

Figure 4.8: Regional unemployment rate trend

Chapter 5. Industry Trends

Figure 5.1: Global security software industry annual trend 2007-12 (US \$B)

Figure 5.2: Global security software industry regional trend 2007-12 (US \$B)

Figure 5.3: Global security software industry regional trend 2007-12 (%)

Figure 5.4: Global security software industry segment trend 2007-12 (US \$B)

Figure 5.5: Global security software industry segment trend 2007-12 (%)

Figure 5.6: Global security software industry quarterly trend 2010-11 (US \$B)

Figure 5.7: Global security software industry profitability trend 2007-12

Figure 5.8: Global security software industry revenue per employee trend 2007-12

Figure 5.9: Cost structure of global security software industry 2007-12

Figure 5.10: Cost structure in North American security software industry 2007-12

Figure 5.11: Cost structure in European security software industry 2007-12

Figure 5.12: Cost structure in Asia Pacific security software industry 2007-12

Figure 5.13: Top 5 companies vs. security software industry gross profit & net profit analysis 2012

Figure 5.14: Cash on hand for global security software industry 2007-12 (US \$B)

Figure 5.15: Cash on hand for global security software industry 2007-12 (%)

Figure 5.16: Asset for global security software industry 2007-12 (US \$B)

Figure 5.17: Assets for global security software industry 2007-12 (%)

Figure 5.18: Debt for global security software industry 2007-12 (US \$B)

Figure 5.19: Debt for global security software industry 2007-12 (%)

Figure 5.20: Industry shares of top players in global security software industry in 2007

Figure 5.21: Industry shares of top players in global security software industry in 2012

Figure 5.22: Global security software industry 2007 market share analysis

Figure 5.23: Global security software industry 2012 market share analysis

Chapter 6. Industry Forecasts

Figure 6.1: Global security software industry annual forecast 2013-18 (US \$B)

Figure 6.2: Global security software industry quarterly forecast 2013-14 (US \$B)

Figure 6.3: Global GDP growth rate forecast

Figure 6.4: Global inflation rate forecast

Figure 6.5: Global population growth rate forecast

Figure 6.6: Global unemployment rate forecast

Figure 6.7: Regional GDP growth rate forecast

Figure 6.8: Regional inflation rate forecast

Figure 6.9: Regional population growth rate forecast

Figure 6.10: Regional unemployment rate forecast

Figure 6.11: Global security software industry regional forecast 2013-18 (US \$B)

Figure 6.12: Global security software industry regional forecast 2013-18 (%)

Figure 6.13: Global security software industry segment forecast 2013-18 (US \$B)

Figure 6.14: Global security software industry segment forecast 2013-18 (%)

Chapter 7. Emerging Trends

Figure 7.1: Global security software industry opportunity by region

Figure 7.2: Global security software industry opportunity by segment

List Of Tables

LIST OF TABLES

Chapter 3. Industry Overview

Table 3.1: Industry parameters of global security software industry

Table 3.2: Relative industry attractiveness by region

Chapter 5. Industry Trends

Table 5.1: Regional revenue growth rate

Table 5.2: Segment revenue growth rate

Table 5.3: Percentage change in cost structure

Table 5.4: Percentage change in cash on hand

Table 5.5: Percentage change in total asset

Table 5.6: Percentage change in total debt

Table 5.7: Key companies by revenue growth

Table 5.8: Key companies by revenue decline

Chapter 6. Industry Forecasts

Table 6.1: Global security software regional forecast growth rate

Table 6.2: Global security software segment forecast growth rate

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