

Email Security Market Assessment, By Deployment [Cloud, On Premise], By Component [Products, and Services], By Type [End-to-End Email Encryption, Gateway Email Encryption, and Boundary Email Encryption], By Industry Vertical [IT and Telecommunications, Healthcare, BFSI, Media and Entertainment, and Others] and By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

Global email security market has experienced significant growth in recent years and is expected to maintain a strong pace of change in the forecast years. The market size of global email security was USD 4 billion in 2022, which is expected to attain a valuation of USD 9.1 billion by 2030, showcasing a CAGR of 10.7% from 2023 to 2030.

Email security incorporates strategies to protect emails against unauthorized entry, cyber threats, data breaches, and diverse vulnerabilities. It ensures email confidentiality, integrity, and authenticity, safeguarding sensitive information while maintaining secure digital correspondence. The global email security market is propelled by a range of factors like rising concerns about cyber threats, increase in investments in email security, data breaches, and privacy breaches. Moreover, as businesses and individuals rely heavily on email communication, safeguarding sensitive information is becoming a priority.

The surge in investments in email security is driving significant expansion within the market. This heightened focus on protecting email communications is fueled by the increasing sophistication of cyber threats that has led to a growing demand for

advanced email security solutions. Organizations are allocating more resources to safeguard sensitive information, resulting in a thriving email security technologies and services market.

According to the United States-based Barracuda Networks, approximately 26% of organizations worldwide have increased their investments in email security. Around 89% of the respondents reported that their systems and data are currently more secure than a year ago.

Continuous rise in Phishing attacks

The ongoing rise in phishing attacks negatively impacts email security expansion worldwide. These attacks take advantage of the weaknesses of cloud services, trick users, and extract valuable information. As they become more advanced and frequent, they make email interactions more prone to risks. Therefore, businesses need to invest more in email security to combat these dangers by laying out suitable measures to take the adverse situation under control. The United Kingdom emerged as the primary focal point for European phishing attacks. The research indicates that nearly 96% of the organizations faced phishing attacks last year. Following closely, Spain ranked as the second most phishing attack impacted country at 94%, whereas France and Italy experienced lower levels of phishing attacks, with 85% and 79% respectively.

Improvisation in the Technologies Related to Email Security

Advancements in email security technologies are driving the growth of the global email security market. Businesses aware of escalating cyber threats like cyberattacks and data breaches, are demanding sophisticated solutions to ensure secure email communication. This demand surge has prompted market innovation, resulting in innovative security measures. The market is experiencing growth due to adopting advanced solutions that counter evolving cyber risks, ultimately enhancing email security and contributing to market expansion.

For example, in September 2023, Telefonica Tech expanded its collaboration with the top cybersecurity and compliance firm Proofpoint to introduce Clean Email Business in Spain. Clean Email Business is a cloud-based managed security service that offers robust email protection, thereby enhancing the cyber resilience of these companies. This advanced security service is designed to assist medium-sized businesses in safeguarding their corporate email, ensuring regulatory compliance, and maintaining uninterrupted business operations.

Introduction of End-to-End Email Encryption

The introduction of end-to-end email encryption catalyzes advancements in automation solutions within the email security market. This encryption technology augments automated processes by ensuring the confidentiality and integrity of email content. By reducing the need for manual intervention, it streamlines security protocols and enables more efficient threat detection and response. Consequently, automation solutions can operate with greater precision and effectiveness, enhancing overall email security measures and mitigating risks associated with cyber threats.

For instance, in October 2022, Braxton-Grant Technologies, Inc. and AutomWorx, Inc. collaborated in a strategic partnership to incorporate Broadcom CA automation into the suite of security products Broadcom Symantec offers. This collaboration has resulted in a pioneering integration solution that links CA Automic Automation with API-capable network security products. The CA Automic Automation suite is vital in orchestrating and automating this innovative effort. By integrating Automic Automation with various security products, including DLP, ServiceNow, and Symantec Endpoint Security Complete, this partnership enabled workflow automation to enhance cybersecurity initiatives.

North America Comprehensively Dominates the Global Email Security Market

North America's global email security market dominance can be attributed to several key factors. The region's extensive adoption of advanced technologies and digital communication platforms has made it a prime target for cyber threats, prompting a heightened focus on email security solutions. Also, stringent data protection regulations and compliance requirements in North America, such as GDPR in Europe and HIPAA in the United States, have compelled organizations to invest significantly in robust email security systems to avoid hefty fines and reputational damage.

The presence of significant players and cybersecurity innovators in North America, including Silicon Valley, has fostered innovation and accelerated the development of innovative email security technologies. Moreover, a rising awareness of the evolving cyber threat landscape and the critical role of email as an attack vector has encouraged organizations to prioritize email security, further fueling the market growth in the region. These factors collectively contribute to North America's dominant global email security market position.

Government Initiatives for Cyber Security Aids the Market

Government initiatives are crucial for the global email security market due to increasing threats of cyberattacks and data breaches. Such programs establish standardized protocols, regulations, and support for organizations to enhance email security measures. Moreover, the government plans to implement staff email service that enhances email security by centralizing management, enabling consistent security protocols, and offering efficient threat detection. It ensures the safeguarding of sensitive information and mitigating risks associated with cyberattacks, phishing, and data breaches.

For example, in July 2023, after engaging Jio Platforms Limited, the Indian Government permitted the private firms to manage email services for its 33 lakh staff members to boost the National Informatics Service's (NIC) cloud capacity. Six companies who bid have been endorsed by the Ministry of Electronics and Information Technology (MeitY) in response to a March RFP. This initiative seeks a Master System Integrator (MSI) to offer email cloud solutions for the government.

Impact of COVID-19

Global email security market has experienced distinct shifts due to the COVID-19 pandemic. Pre-COVID, the market showed steady growth, driven by increasing cyber threats and the need to safeguard sensitive communications. However, the pandemic dramatically accelerated the adoption of remote work and digital communication, leading to a surge in cyberattacks targeting email systems. Post-COVID, the demand for email security solutions skyrocketed as organizations faced heightened risks from phishing, malware, and data breaches.

Moreover, the remote work environments presented new challenges, necessitating robust email security to protect sensitive information shared outside traditional networks. The market responded with innovations like AI-driven threat detection and enhanced encryption. Overall, COVID-19 functioned as a catalyst, thereby enhancing the importance of email security in the evolving landscape of remote work and heightened cyber threats.

Key Players Landscape and Outlook

The global email security market is rapidly progressing, with major players focusing on AI-driven security platforms. Noteworthy investments are being channeled to develop

innovative email security solutions. This development highlights the market's commitment to leveraging advanced technologies to enhance email security measures globally.

In April 2023, Cisco Inc., renowned for enterprise networking and security, unveiled its strides toward the Cisco Security Cloud vision, an integrated, AI-driven security platform. The new XDR solution and enhancements for Duo MFA bolster organizations' IT ecosystem protection. Cisco's XDR integrates network and endpoint expertise, offering a turnkey, risk-based solution. XDR streamlines incident investigations and enables swift threat mitigation for SOCs. With a cloud-centric approach, it prioritizes detections and leverages automation for evidence-backed incident remediation, easing the investigation burden.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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