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Data Security Market by Solution (Data Access Control & Governance, Data Loss Prevention (DLP), Data Backup & Recovery, Data Security Posture Management (DSPM)), Services (Professional, Managed Security Services), and Vertical - Global Forecast to 2031

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Abstracts

The data security market is projected to grow from USD 32.89 billion in 2026 to USD 56.52 billion by 2031, at a CAGR of 11.4% during the forecast period. The proliferation of enterprise data and expanding digital collaboration are accelerating the demand for the data security market. Organizations generate and exchange growing volumes of information through business applications, digital transactions, external partners, and interconnected supply chains, increasing the number of locations where sensitive records can be exposed. Third-party integrations and shared data repositories can introduce additional access and governance risks. Enterprises are strengthening data classification, least-privilege access, activity monitoring, and information-sharing controls to protect critical assets across organizational boundaries.

"By solution, the data security posture management (DSPM) segment is expected to witness the highest CAGR during the forecast period."

By solution, the data security posture management (DSPM) segment is expected to witness the highest CAGR during the forecast period. Growing cloud adoption, multicloud complexity, and enterprise AI deployment are increasing the need for continuous visibility into sensitive data. DSPM solutions automatically discover and classify information, assess exposure risks, identify excessive access permissions, and

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prioritize remediation across cloud and hybrid environments. Rising concerns about shadow data, unauthorized access, and regulatory compliance further support adoption. Organizations are increasingly deploying DSPM to strengthen data governance, reduce security gaps, and protect sensitive information used by AI applications and autonomous agents.

"By organization size, the large enterprises segment is estimated to hold the largest market share in 2026."

The large enterprises segment is projected to hold the largest share of the data security market in 2026, as organizations manage extensive volumes of sensitive customer, financial, employee, and operational data across on-premises infrastructure, cloud platforms, and SaaS applications. These complex, interconnected environments increase the need for centralized data visibility, access governance, encryption, and continuous risk monitoring. With greater financial and technical resources, large enterprises can deploy integrated security platforms and advanced data governance measures. Their stringent compliance obligations, extensive third-party relationships, and diverse data environments further strengthen demand for scalable data security solutions.

"By vertical, the healthcare & life sciences segment is expected to grow at the highest CAGR during the forecast period."

The healthcare & life sciences segment is expected to register the highest CAGR in the data security market during the forecast period, driven by the increasing digitization of patient records, expanding use of electronic health records, cloud-based healthcare platforms, and growing volumes of sensitive clinical and genomic data. Healthcare providers, pharmaceutical companies, and research organizations require robust protection against data breaches, ransomware, and unauthorized access while maintaining data privacy and regulatory compliance. Pharmaceutical companies and research institutions also need to secure clinical trial records, intellectual property, and genomic datasets. The US HIPAA Security Rule requires administrative, physical, and technical safeguards to protect electronic health information, reinforcing investment in encryption, access controls, data discovery, and monitoring.

Breakdown of Primaries

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The study draws insights from a range of industry experts, including component suppliers, Tier 1 companies, and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-level Executives – 50%, Managers and Other Levels – 50%

By Region: North America – 25%, Europe – 20%, Asia Pacific – 35%, Middle East & Africa – 10%, Latin America – 10%

Major vendors in the data security market include Microsoft (US), Veeam (US), Cohesity (US), Rubrik (US), Commvault (US), AWS (US), IBM (US), Acronis (Switzerland), Thales (France), Palo Alto Networks (US), Varonis (US), Protegrity (US), Google Cloud (US), Broadcom (Symantec) (US), Proofpoint (US), Druva (US), Forcepoint (US), Accenture (Ireland), Skyhigh Security (US), Trellix (US), Zscaler (US), Netwrix (US), OpenText (Canada), Arcserve (US), Kaseya (US), Fortra (US), and BigID (US).

The study includes an in-depth competitive analysis of the key players in the data security market, their company profiles, recent developments, and key market strategies.

Research Coverage

The report segments the data security market and forecasts its size based on offering (Solution (Data Access Control & Governance, Data Loss Prevention (DLP), Data Encryption & Tokenization, Data Security & Posture Management (DSPM), Data Discovery & Classification, Data Backup & Recovery, Others (Information Rights Management (IRM), Enterprise Digital Rights Management (EDRM), Data Watermarking and Fingerprinting, Data Integrity Monitoring, Secure Data Collaboration, and Specialized Data Sanitization Solutions)), Services (Professional Services (Design, Consulting & Implementation, Risk and Threat Assessment, Training and Education, Support & Maintenance), Managed Security Services)), deployment mode (On-Premises, Cloud, Hybrid), organization size (Large Enterprises, SMEs), vertical (BFSI, Government, IT & ITeS, Healthcare & Life Sciences, Aerospace & Defense, Retail & Ecommerce, Manufacturing, Energy & Utilities Telecommunications, Transportation & Logistics, Media & Entertainment, Others), and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

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The study also includes an in-depth competitive analysis of the market's key players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help market leaders/new entrants with information on the closest approximations of revenue numbers for the overall data security market and its subsegments. This report will help stakeholders understand the competitive landscape and gain valuable insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers

Analysis of critical drivers (Rising frequency of data breaches and data-exfiltration attacks, Accelerating adoption of cloud computing and hybrid data environments, Growing adoption of generative Al and Al-powered enterprise applications, Increasing regulatory and data protection compliance requirements, Expansion of enterprise data volumes and distributed data access), restraints (High implementation costs and total cost of ownership, Complexity of integrating solutions with existing IT infrastructure, Operational overhead and false-positive alerts), opportunities (Growing demand for DSPM, Development of unified data security platforms, Al-aware data protection for enterprise Al and autonomous agents, Al-driven automation of discovery, classification, and remediation, Expansion of managed data security services), and challenges (Maintaining visibility across fragmented data environments, Balancing data protection with business productivity, Keeping security controls effective as technologies and threats evolve).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, new products, and service launches in the data security market

Market Development: Comprehensive information about lucrative markets – the report analyses the data security market across varied regions.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the data

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security market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players, such as Microsoft (US), Varonis (US), Thales (France), IBM (US), Palo Alto Networks (US), and Cohesity (US), among others, in the data security market strategies

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