

Deception Technology Market by Component (Solution, and Services (Professional and Managed)), Deception Stack (Application, Data, Endpoint, and Network), Deployment Mode, Organization Size, Vertical, and Region - Global Forecast to 2021

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Abstracts

The rise in Advanced Persistent Threats (APTs) and zero-day attacks trends is expected to drive the deception technology market

The deception technology market size is estimated to grow from USD 1.04 billion in 2016 to USD 2.09 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 15.1%. The deception technology market is driven by factors such as rise in Advanced Persistent Threats (APTs) and zero-day attacks, need of effective solution for early detection of attackers by enterprises, and rise in adoption of Bring Your Own Device (BYOD) & Internet of Things (IoT) trend within enterprises. However, substantial use of legacy technology such as honeypots form decades may restrict the deception technology market growth.

Managed services segment is expected to grow at the highest CAGR during the forecast period

Organizations are continuously deploying managed services to support cyber deception solutions for securing their networks and endpoints. Thus, the managed services segment is expected to grow at the highest CAGR during the forecast period. However, the professional services segment is expected to have the largest market size in 2016.

Data security segment is expected to grow at the highest CAGR during the forecast period

The data security segment is estimated to grow at the highest CAGR during the forecast period, as the organizations have increased their spending on cyber deception solution for data security. Furthermore, network security is expected to have the largest market share in 2016, as more and more companies are adopting deception technology solutions to secure their network resources.

Asia-Pacific (APAC) is expected to have the highest growth rate during the forecast period

APAC includes emerging economies, such as China, Australia, Singapore, and India, which are rapidly deploying deception technology solutions. APAC is expected to grow at the highest CAGR during the forecast period. This is mainly due to the increasing adoption of IoT and BYOD trends in many industry verticals such as Banking, Financial Services, and Insurance (BFSI), government, IT & telecom, manufacturing, healthcare, and retail. Furthermore, North America is expected to have the largest market size in 2016.

In-depth interviews were conducted with CEOs, marketing directors, innovation & technology directors, and executives from various key organizations operating in the deception technology market.

By Company Type: Tier 1: 55%, Tier 2: 20%, Tier 3: 25%

By Designation: C-Level: 60%, Director Level: 25%, Others: 15%

By Region: North America: 10%, Europe: 20%, APAC: 40%, ROW: 30%

The report includes the study of key players offering deception technology solutions such as Rapid7, Inc. (U.S.), LogRhythm, Inc. (U.S.), TrapX Security (U.S.), Attivo Networks (U.S.), Illusive Networks (Israel), Cymmetria, Inc. (Israel), GuardiCore (Israel), Allure Security Technology (U.S.), TopSpin Security (Israel), vArmour (U.S.), and Smokescreen Technologies (India).

Research Coverage:

The report covers the deception technology solutions and associated services across different verticals and regions. It aims at estimating the market size and future growth

potential of this market, across different segments such as components, deception stacks, deployment modes, organization sizes, industry verticals, and regions. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, SWOT analysis, recent developments, and key market strategies.

Key Benefits of Buying the Report:

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

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