

Digital Risk Protection Market by Offering, Solution Type (Automated Threat Mitigation, Phishing Protection, Incident Response), Security Type, Organization Size, Deployment Mode, Vertical and Region - Global Forecast to 2028

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Abstracts

The global digital risk protection market is estimated to be valued at USD 64.4 billion in 2023 and is expected to grow to USD 157.8 billion by 2028, with a compound annual growth rate (CAGR) of 19.6%. The DRP market growth is closely tied to the evolving digital communication landscape, where the widespread use of email and cloud-based services intersects with increasingly complex digital risk attacks. Cybercriminals continuously exploit vulnerabilities and employ sophisticated social engineering tactics, underscoring the need for advanced digital risk protection solutions. Due to increasing risk on digital platforms, organizations must invest in cutting-edge protection measures to safeguard sensitive data and financial assets, which further helps them to maintain their stakeholder trust. Technological advancements, expanding attack surfaces, and strict data protection regulations are expected to drive further demand for innovative digital risk protection strategies.

'By offering, the services segment to register is expected to achieve a high growth rate during the forecast period.'

The expansion of digital risk protection services is backed by organizations understanding the significance of having thorough protection to defend against digital threats. These managed and professional services such as risk assessment and analysis, implementation and integration, compliance management, incident response, threat detection play a vital role in assisting organizations in dealing with the constantly evolving cybersecurity environment by providing customized and flexible solutions to

combat digital threats effectively. Prioritizing comprehensive protection strategies highlights the importance of the services segment in propelling the growth of the digital risk protection market, as it ensures organizations are well-equipped to safeguard their digital assets and sensitive information from potential risks and attacks.

'By deployment mode, the cloud segment is expected to dominate the digital risk protection market during the forecast period.'

Cloud-based solutions are highly beneficial for digital risk protection because they offer accessibility and remote management. This means that regardless of where employees are located, they can access these solutions as long as they have an internet connection. This is especially useful in today's remote work setup, allowing organizations to safeguard their digital assets and sensitive information effectively. Moreover, cloud deployment enables rapid deployment of digital risk protection solutions without the complexities associated with on-site installations. Additionally, cloud-based solutions receive frequent updates and patches automatically, ensuring organizations always have access to the latest security features without experiencing significant downtime or needing manual intervention.

'The North America region to dominate the digital risk protection market during the forecast period.'

The North American digital risk protection market is propelled by several positive factors such as there is a widespread digital adoption across businesses and industries, creating a robust demand for digital risk protection solutions, the region experiences a rising number of cyberattacks, data breaches, and system failures, driving organizations to prioritize their online brand reputation and data security. Technological advancements, including AI and machine learning for threat detection, big data analytics for comprehensive monitoring, and cloud-based solutions for scalability and cost-effectiveness, further enhance the market's growth potential. Emerging threats such as social media and dark web monitoring, along with the emphasis on third-party risk management, contribute to the market's resilience and innovation. And factors like stringent data privacy regulations, growing compliance focus, and the increasing demand for managed services are expected to sustain the North American digital risk protection market, ensuring businesses are well-equipped to navigate evolving cyber threats effectively.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The breakdown of the primaries is as follows:

By Company Type: Tier 1 – 20%, Tier 2 – 57%, and Tier 3 – 33%

By Designation: C-level – 40%, Managers and Others – 60%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 45%.

The major players in the digital risk protection market are Microsoft(US), CISCO (US), Broadcom (US), Palo Alto Networks (US), Kaspersky (Russia), Rapid7 (US), Proofpoint (US), Trend Micro (Japan), Fortinet (US), RSA Security (US), Cyberark (US), CrowdStrike (US), Darktrace (UK), Forcepoint (US), Digital Shadows (US), Zerofox (US), Brandshield (US), Phishlabs (US), Deepwatch (US), CyberInt (Israel), Cybelangel (France) Safeguard Cyber (US), Axur (US), F-secure (Finland), Cofense (US), Exabeam (US), Dtex Systems (France), Menlo Security (US). The study includes an in-depth competitive analysis of these key players in the digital risk protection market, with their company profiles, recent developments, and key market strategies.

Research Coverage

The research encompasses the digital risk protection market's size across various segments. It seeks to gauge its market size and growth potential within different categories by offering sub-types, organization sizes, deployment modes, verticals, and regions. Additionally, the study provides a comprehensive competitive analysis of major market players, delving into their company profiles, significant observations regarding product and business offerings, recent advancements, and key market strategies.

Reasons to buy this report

The report aims to assist market leaders and new entrants by providing near-accurate revenue estimates for the overall digital risk protection market and its subsegments. It offers insights into the competitive landscape, enabling stakeholders to gain a deeper understanding and better position their businesses while also aiding in developing appropriate go-to-market strategies. Furthermore, the report aids stakeholders in grasping the market dynamics, offering information on significant market drivers, constraints, challenges, and opportunities.

The report provides insights on the following pointers:

The report offers insights into various aspects: As businesses increasingly recognize the critical importance of digital risk protection, there is a growing demand for comprehensive solutions and services in this domain. These encompass a range of tools that enable organizations to achieve secure and authentic connectivity. While challenges such as the need for alignment and technology integration are acknowledged, the report emphasizes the dynamic nature of digital risk protection technologies and evolving market trends. Additionally, it provides valuable insights into the future direction of the digital risk protection market.

Product Development/Innovation: The report provides detailed insights into emerging technologies, research and development activities, and product and solution launches within the digital risk protection market.

Market Development: The report offers extensive details regarding profitable markets, analyzing the digital risk protection market across diverse regions.

Market Diversification: The report provides thorough information on newly developed products and solutions, unexplored geographical areas, recent advancements, and investments in the digital risk protection market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Microsoft(US), CISCO (US), Broadcom (US), Palo Alto Networks (US), Kaspersky (Russia), Rapid7 (US), Proofpoint (US), Trend Micro (Japan), Fortinet (US), RSA Security (US), Cyberark (US), Crowdstrike (US), Darktrace (UK), Forcepoint (US), Digital Shadows (US), Zerofox (US), Brandshield (US), Phishlabs (US), Lookingglass cyber solutions (US), CyberInt (Israel), Cybelangel (France) Safeguard Cyber (US), Axur (US), F-secure (Finland), Cofense (US), Exabeam (US), Dtex Systems (France), Menlo Security (US).

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*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Right to win, Strategic choices, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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