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Endpoint Protection Platform (EPP) Market Size, Share, Growth Analysis, By Offering (Platforms and Services), Enforcement Point (Mobile Devices, POS Terminals), Deployment Mode, Organization Size, Vertical and Region - Global Industry Forecast to 2029

https://marketpublishers.com/r/E958BC16C552EN.html
Date: July 2024
Pages: 324
Price: US$ 3,217.50 (Single User License)
ID: E958BC16C552EN

Abstracts

The global endpoint protection platform (EPP) market size is projected to grow from USD 17.4 billion in 2024 to USD 29.0 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 10.7% during the forecast period. The proliferation of remote work and BYOD policies has expanded the attack surface, increasing the demand for advanced EPP solutions. As cyberattacks are rising against remote employees and personal devices, organizations realize the need for adaptive endpoint security. EPP solutions offer centralized management, better visibility, and threat-hunting capabilities to keep sensitive data safe and business operational in the changing digital world.

'By vertical, the healthcare segment accounts for the highest CAGR during the forecast period.'

The healthcare vertical is proliferating in the EPP market due to the increasing adoption of technology and the need to safeguard patients' critical information. Healthcare organizations are deploying electronic health records (EHRs) and connected medical devices; however, these organizations are increasingly being targeted by cyber attackers. Hence, the need for robust endpoint protection becomes inevitable. Endpoint protection solutions defend against data breaches such as theft or illegal access to patient information and potential identity thefts or financial scams while complying with HIPAA rules. Some of the leading solutions in the EPP market are SentinelOne Singularity, CrowdStrike Falcon, Sophos Intercept X, and Bitdefender GravityZone. These solutions provides state-of-the-art capabilities for threat detection and response

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in real time against threats for an enhanced security posture and increased operational efficiency. With increased digitalization in healthcare, endpoint protection is critical to efficiently maintain the patient data security trust base and reduce the associated risks from emerging cyber threats.

'By Enforcement Point, the mobile devices segment accounts for a larger market share.'

Mobile devices are dominating the EPP market since they are part of the integral workforce of today. This general adoption has been accelerated because of remote work and cloud computing. A survey by the US Bureau of Labor Statistics shows that many businesses are dependent on teleworking, which has increased reliance on mobile devices even more. The increased usage has also increased vulnerability gaps, making Apple and Android devices a lucrative target for cybercriminals. According to the 2023 Global Mobile Threat Report, there has been a sudden increase in device compromise, therefore making the implementation of robust EPP solutions critical. EPP platforms provide anti-malware and antivirus with data encryption to protect mobile devices by putting complete security measures in place. They include total security measures with centralized management and real-time monitoring, two critical elements for the effective detection and mitigation of mobile threats within very differing environments. With increasing operations becoming more mobile-centric, sophisticated EPP solutions will turn into crucial mechanisms to protect sensitive organizational and personal data.

Breakdown of primaries

The study contains insights from various industry experts, from component suppliers to 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 – 40% and Managers and Other Levels – 60%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 25%, Middle East & Africa – 15%, Latin America – 5%

Major vendors in the global endpoint protection platform market include as Microsoft (US), CrowdStrike (US), Trend Micro (Japan), Palo Alto Networks (US), SentinelOne (US), Check Point (US), Broadcom (US), VMware (US), Fortinet (US), Tanium (US),

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Cisco (US), BlackBerry (Canada), ESET (Slovak Republic), Sophos (England), Bitdefender (Romania), WithSecure (Finland), Cybereason (US), WatchGuard (US), AhnLab (South Korea), Trellix (US), Absolute (US), CoSoSys (US), Webroot (US), Xcitium (US), ThreatLocker (US), and Deep Instinct (US).

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

Research Coverage

The report segments the endpoint protection platform market and forecasts its size by Offering (Platform and Services (Professional Services and Managed Services), Enforcement Point (Workstations, Mobile Devices, Servers, POS Terminals, and Other Enforcement Points), Deployment Mode (On-Premise, Cloud, and Hybrid), Organization Size (Large Enterprises and SMEs), Vertical (BFSI, Healthcare, Government, IT & ITeS, Telecommunication, Manufacturing, Retail & E-Commerce, Energy & Utilities, Education, and Other Vertical), and Region (North America, Europe, Asia Pacific, Middle East and Africa, and Latin America).

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 the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall endpoint protection platform market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better 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 key drivers (increasing cyber threats to spur demand for robust EPP solutions, surge in remote work, and proliferation of endpoints and BYOD), restraints (high implementation and maintenance cost and complexity and

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integration issue), opportunities (integration of EPP and EDR, rise in cloud-based EPP solutions, and adoption of advanced technologies like AI and ML in EPP), and challenges (lack of user awareness and training and shortage of cybersecurity skill)

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the endpoint protection platform market.

Market Development: Comprehensive information about lucrative markets – the report analyses the endpoint protection platform market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the endpoint protection platform market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players Microsoft (US), CrowdStrike (US), Trend Micro (Japan), Palo Alto Networks (US), SentinelOne (US), among others, in the endpoint protection platform market strategies.

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