

Global Smartphone Security Market by Operating Systems, Ownership & Features (2011 – 2016)

<https://marketpublishers.com/r/G64FCDC8F0CEN.html>

Date: September 2011

Pages: 208

Price: US\$ 5,650.00 (Single User License)

ID: G64FCDC8F0CEN

Abstracts

Report Description

The advancements in technology have made available a variety of features that were earlier accessible through personal computers to be easily accessed through mobile phones; for instance, web browsing, emailing, and others. Popularity of applications such as Facebook, Twitter, and others has increased the usage of mobile phones in order to update the status messages instantly on the move.

As the usage of smartphone is increasing; their vulnerability to viruses, spams and malwares floating on the web is also on the rise. Smartphones are also required to be made safe and secure as we do for personal computers. This has necessitated and boosted the growth of smartphone security market. Though PC viruses have been in existence for over 25 years, mobile viruses' have very recently started to enter in the market from about 2004 onwards.

MarketsandMarkets expects the global smartphone security market to grow from 387.15 million in 2010 to \$2964.89 million by 2016 at a CAGR of 43.97% from 2011 to 2016. Key issue in the industry today is battery overdrain and mobile handset and security software incompatibility.

The overall smartphone security market is segmented on the basis of mobile operating systems, ownership, and features. Mobile operating systems consist of following operating systems: Symbian, Android, Windows Mobile, Blackberry, iOS, and Other OS. The market by ownership is segmented into individual and business segment. The market by features is segmented into anti-virus, anti-theft, anti-phishing, encryption, anti-spam, and others. Others include anti-malware, privacy audit, and parental control.

The global smartphone security market is segmented into four geographies: North America, Europe, Asia Pacific and Japan, and ROW (Rest of the world). Europe forms the largest segment with about 32% of the overall market, followed by North America whereas; APJ is the fastest growing region with a CAGR of 48.58%.

Scope of the report

The report provides extensive analysis of “global smartphone security market segmented on the basis of mobile operating systems, ownership, and features including current market trends, industry drivers, and challenges for better understanding of the market. This report covers the strategies followed by “global smartphone security” players.

Market overview

This section discusses the market definition of “global smartphone security market”. It also discusses the way market is segmented and the methodology and assumptions considered for forecasting the revenue. The winning imperatives, along with the burning issues in the market are covered as well. Drivers, restraints, and opportunities for “global smartphone security market” has also been covered in this section.

Market segmentation

This research report categorizes the global smartphone security market for forecasting the revenue and analyzing the trends in each of the following submarkets:

On the basis of operating systems

Symbian

Blackberry

Android

Windows

iPhone OS

Others (Bada, Palm, Linux, and Java OS)

On the basis of type of users

Individual

Business

On the basis of security features

Anti-virus

Anti-theft

Data encryption

Others (Anti-malware, anti-spyware, anti-spam, privacy audit, and parental control)

On the basis of geography

North America

Europe

Asia-Pacific & Japan (APJ)

ROW (Rest of the World)

Geographic analysis

This section provides a brief overview of all the geographies pertaining to global smartphone security market segmented on the basis of mobile operating systems, ownership, and features, it covers the trends prevailing in each geography and the factors which are impacting the overall market in that particular geography.

Company profiles

This section provides the company profiles of major companies participating in the “global smartphone security market by operating system ownership & features”.

Company profiles include a brief overview of the company, primary business, financial overview, strategies followed by developments.

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