

# **Mobile Anti-Malware Market by Operating System (Android OS, Apple OS, Window OS, Blackberry OS, and Other), by Organization Size, by Vertical and by Region (North America, Europe, Asia Pacific, Middle East and Africa and Latin America) - Global Forecast to 2020**

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## **Abstracts**

The mobile anti-malware market is concerned with the prevention, detection, and mitigation of sophisticated threats such as zero-day vulnerabilities and other advanced threats. These advanced threats can easily evade traditional network security, leaving enterprise networks at huge risks to the theft of valuable intellectual properties. Hence, enterprises are rapidly adopting multi-layered advanced threat protection towards protecting their business information.

The main drivers of the mobile anti-malware market include a rise in the number of sophisticated malware attacks on the smartphones and increased BYOD adoption among the organizations. The mobile anti-malware market comprises key players such as Symantec, Sophos, Malwarebytes, McAfee, AVG Technologies, Avast Software, Bitdefender, and others. These players adopted key business strategies such as new product developments, global expansions, mergers, partnerships, and acquisitions to retain their market share and cater to the needs of the end users such as SMBs and large enterprises.

MarketsandMarkets expects the mobile anti-malware market size to grow from USD 2,495.2 million in 2015 to USD 5,700.0 million by 2020, at a CAGR of 18.0% from 2015 to 2020. The BFSI sector is expected to account for the largest market share during the forecast period. However, there are a few revenue pockets, namely government and

telecom and IT, which are also expected to witness significant growth in this period.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the mobile anti-malware market into operating system, organization size, vertical, and region, covering the market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market. The market numbers are further split across the different verticals and regions.
2. This report will help stakeholders to better understand the competitor and gain more insights to better position their businesses. The competitive landscape section includes competitor ecosystem, partnerships, mergers and acquisitions. Besides this, there are company profiles of 10 top players in this market along with their key business strategies and recent developments in the market.
3. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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