

Mobile Application Security Market by Solution (Antivirus & Antitheft, Data Recovery and Others), Deployment Type (Cloud & On Premise), User Type, Industry Vertical (BFSI, Healthcare & Others) and by Region - Global Forecast to 2020

<https://marketpublishers.com/r/MD2A6C6CAA4EN.html>

Date: December 2015

Pages: 138

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

ID: MD2A6C6CAA4EN

Abstracts

“The rising web insecurity and cyber-attacks will help Mobile application security market to grow significantly”

MarketsandMarkets forecasts the global mobile application security market to grow from USD 808.9 million in 2015 to USD 2,536.3 million in 2020. The mobile application security market report provides a thorough analysis of the global mobile application security market based on the various types of solutions available for mobile application protection and theft prevention.

The report also forecasts the market values for the next 5 years, that is, from 2015 to 2020. For further understanding of the market, the market has been fragmented into various segments and sub segments, including solutions, deployment types, user types, industry verticals, and regions.

“Emerging market will create opportunity for mobile application security market to grow”

During the analysis, it was studied that the market share of the emerging markets, such as Middle East and Africa (MEA) and Latin America among others will grow at a significant rate due to increasing security demands and development of technology.

The market is expected to grow at a substantial pace due to the growing demand of cloud-based services and increasing usage of mobile-based cloud applications. Further,

the adoption of standards and privacy regulations would also provide the market a considerable boost. However the high cost of mobile application security solutions is restraining the market.

“The market leaders are interviewed and profiled in the report for industry inputs“

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, and technological factors. To determine the market size of various segments and sub-segments of mobile application security market extensive, secondary research is done. The collected data are then verified through primary interviews. Distribution of primary interviews is as follows:

By Company: C-level (70%), Director Level (20%), and other executives (10%)

By Designation: Tier 1(50%), Tier 2 (25%) and Tier 3 (25%)

By Region: North America (25%), Europe (20%), APAC (30%), Middle East and Africa (MEA) (10%) and Latin America (15%)

The companies profiled in this report include Avast, AVG, AirPatrol, Kaspersky, Lookout, McAfee, MobileIron, Symantec, Trend Micro and VMware.

Introduction of SaaS-based solutions will create new opportunities in this market

In the coming five years, growing demand of SaaS-based solutions in the mobile application security market will improve the offerings and create huge opportunities of growth. Many developing countries in the APAC region are showing interest and acquiring SaaS-based security solutions for protection of their documents.

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

1. This report segments the market into solutions, deployment types, user types, industry verticals, and regions covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and sub-segments. The market numbers are further split across different users and regions.
2. This report will help them better understand the competitors and gain more insights to strengthen their businesses. There is a separate section on competitive landscape,

including end user analysis, mergers and acquisition, and expansions. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.

3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEAR
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 KEY DATA TAKEN FROM SECONDARY SOURCES
 - 2.1.2 KEY DATA TAKEN FROM PRIMARY SOURCES
- 2.2 MARKET SHARE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTIONS
- 2.5 KEY INDUSTRY INSIGHTS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN MOBILE APPLICATION SECURITY MARKET
- 4.2 MOBILE APPLICATION SECURITY MARKET
- 4.3 MOBILE APPLICATION SECURITY MARKET POTENTIAL
- 4.4 MOBILE APPLICATION SECURITY DEPLOYMENT TYPE MARKET (2015)
- 4.5 MOBILE APPLICATION SECURITY REGIONAL MARKET
- 4.6 LIFECYCLE ANALYSIS, BY REGION 2015

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 EVOLUTION

5.3 MARKET SEGMENTATION

5.3.1 BY SOLUTION

5.3.2 BY DEPLOYMENT TYPE

5.3.3 BY USER TYPE

5.3.4 BY INDUSTRY VERTICAL

5.3.5 BY REGION

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Increasing malware threats

5.4.1.2 Growing demand for end-to-end security suites

5.4.1.3 Increasing dependency on the internet

5.4.2 RESTRAINTS

5.4.2.1 High cost of mobile application security solutions

5.4.2.2 Lack of acceptance in the large enterprise segment

5.4.3 OPPORTUNITIES

5.4.3.1 Increasing demand for SaaS-based Mobile Application Security solutions

5.4.3.2 Strong need for protection against web-based malware

5.4.4 CHALLENGES

5.4.4.1 Growing intricacy of application-based malware threats

5.4.4.2 Anti-social and terrorist organizations are targeting business and social environment through mobile application attacks

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT FROM NEW ENTRANTS

6.3.2 THREAT FROM SUBSTITUTES

6.3.3 BARGAINING POWER OF SUPPLIERS

6.3.4 BARGAINING POWER OF BUYERS

6.3.5 INTENSITY OF COMPETITIVE RIVALRY

6.4 STANDARDS AND REGULATIONS

6.4.1 FEDERAL INFORMATION PROCESSING STANDARDS (FIPS)

6.4.2 PAYMENT CARD INDUSTRY DATA SECURITY STANDARD (PCI DSS)

6.4.3 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA)

7 MOBILE APPLICATION SECURITY MARKET ANALYSIS, BY SOLUTION

7.1 INTRODUCTION

7.2 ANTI-VIRUS

7.3 ANTI-THEFT

7.4 WEB SECURITY

7.5 DATA BACKUP AND RECOVERY

7.6 IDENTITY ACCESS MANAGEMENT(IAM) AND AUTHENTICATION

7.7 COMPLIANCE MANAGEMENT

8 MOBILE APPLICATION SECURITY ANALYSIS, BY DEPLOYMENT TYPE

8.1 INTRODUCTION

8.2 ON-PREMISES

8.3 CLOUD

9 MOBILE APPLICATION SECURITY ANALYSIS, BY USER TYPE

9.1 INTRODUCTION

9.2 LARGE ENTERPRISES

9.3 SMBS

9.4 INDIVIDUALS

10 MOBILE APPLICATION SECURITY ANALYSIS, BY VERTICAL

10.1 INTRODUCTION

10.2 BFSI

10.3 HEALTHCARE

10.4 RETAIL

10.5 GOVERNMENT

10.6 IT AND TELECOM

10.7 EDUCATION

10.8 MEDIA AND ENTERTAINMENT

10.9 MANUFACTURING AND AEROSPACE & DEFENSE

10.10 OTHERS (TRANSPORTATION AND LOGISTICS, LAW AGENCIES, AND ENERGY AND UTILITIES)

11 GEOGRAPHIC ANALYSIS

- 11.1 INTRODUCTION
- 11.2 NORTH AMERICA
 - 11.2.1 UNITED STATES (U.S.)
 - 11.2.2 CANADA
- 11.3 EUROPE
- 11.4 ASIA-PACIFIC (APAC)
- 11.5 MIDDLE EAST AND AFRICA (MEA)
- 11.6 LATIN AMERICA

12 COMPETITIVE LANDSCAPE

- 12.1 OVERVIEW
- 12.2 COMPETITIVE SITUATION AND TRENDS
 - 12.2.1 PARTNERSHIPS
 - 12.2.2 NEW PRODUCT LAUNCHES
 - 12.2.3 ACQUISITIONS

13 COMPANY PROFILE

(Overview, Products & Services, Strategies & Insights, Developments and MnM View)*

- 13.1 INTRODUCTION
- 13.2 SYMANTEC CORPORATION
- 13.3 TREND MICRO, INC.
- 13.4 VMWARE (EMC)
- 13.5 MOBILEIRON
- 13.6 MCAFEE (INTEL)
- 13.7 AVG TECHNOLOGIES
- 13.8 AVAST SOFTWARE S.R.O.
- 13.9 KASPERSKY LAB
- 13.10 AIRPATROL CORPORATION
- 13.11 LOOKOUT, INC.

*Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View might not be captured in case of unlisted companies.

14 APPENDIX

- 14.1 INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

14.4 AVAILABLE CUSTOMIZATIONS

14.5 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL MOBILE APPLICATION SECURITY MARKET SIZE AND GROWTH RATE, 2013–2020 (USD MILLION, Y-O-Y %)

Table 2 MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTIONS, 2013–2020 (USD MILLION)

Table 3 ANTI-VIRUS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 4 ANTI-VIRUS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 5 ANTI-THEFT MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 6 ANTI-THEFT MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 7 WEB SECURITY MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 8 WEB SECURITY MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 9 DATA BACKUP AND RECOVERY MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 10 DATA BACKUP AND RECOVERY MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 11 IAM AND AUTHENTICATION MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 12 IAM AND AUTHENTICATION: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 13 COMPLIANCE MANAGEMENT MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 14 COMPLIANCE MANAGEMENT MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 15 MOBILE APPLICATION SECURITY MARKET, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 16 ON-PREMISES MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 17 CLOUD MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 18 MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE,

2013–2020 (USD MILLION)

Table 19 LARGE ENTERPRISES MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 20 LARGE ENTERPRISES MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 21 SMB MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 22 SMBS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 23 INDIVIDUALS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 24 INDIVIDUALS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 25 MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 26 BFSI MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 27 HEALTHCARE MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 28 RETAIL MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 29 GOVERNMENT MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 30 IT AND TELECOM MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 31 EDUCATION MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 32 MEDIA AND ENTERTAINMENT MARKET,: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 33 MANUFACTURING AND AEROSPACE & DEFENSE MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 34 OTHERS MARKET: MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 35 MOBILE APPLICATION SECURITY MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 36 NORTH AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 37 NORTH AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 38 NORTH AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 39 NORTH AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 40 UNITED STATES: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 41 UNITED STATES: MOBILE APPLICATION SECURITY MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 42 UNITED STATES: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 43 UNITED STATES: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 44 CANADA: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 45 CANADA: MOBILE APPLICATION SECURITY MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 46 CANADA: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 47 CANADA: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 48 EUROPE: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 49 EUROPE: MOBILE APPLICATION SECURITY MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 50 EUROPE: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 51 EUROPE: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 52 ASIA-PACIFIC: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 53 ASIA-PACIFIC: MOBILE APPLICATION SECURITY MARKET SIZE, DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 54 ASIA-PACIFIC: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 55 ASIA-PACIFIC: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 56 MIDDLE EAST AND AFRICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 57 MIDDLE EAST AND AFRICA: MOBILE APPLICATION SECURITY MARKET

SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 58 MIDDLE EAST AND AFRICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 59 MIDDLE EAST AND AFRICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 60 LATIN AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 61 LATIN AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2020 (USD MILLION)

Table 62 LATIN AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 63 LATIN AMERICA: MOBILE APPLICATION SECURITY MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 64 PARTNERSHIPS, 2012–2015

Table 65 NEW PRODUCT LAUNCHES, 2013–2015

Table 66 ACQUISITIONS, 2012–2015

List Of Figures

LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 BREAKDOWN OF PRIMARY INTERVIEW: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 DATA TRIANGULATION

Figure 6 SOLUTIONS SNAPSHOT (2015–2020): MARKET FOR ANTI-VIRUS IS EXPECTED TO DOUBLE IN THE NEXT 5 YEARS

Figure 7 INDUSTRY VERTICAL SNAPSHOT (2015–2020): RETAIL AND HEALTHCARE WILL DOMINATE THE MARKET

Figure 8 REGIONAL SNAPSHOT: NA WILL EXHIBIT THE HIGHEST MARKET SHARE IN 2015

Figure 9 GROWING USAGE OF SMARTPHONE APPLICATIONS IS DRIVING THE MARKET

Figure 10 ANTI-VIRUS, ANTI-THEFT, AND WEB SECURITY ARE THE TOP THREE SOLUTIONS GAINING THE HIGHEST TRACTION IN TERMS OF MARKET SIZE

Figure 11 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH POTENTIAL IN THE YEARS TO COME

Figure 12 ON-PREMISES WILL CONTINUE TO DOMINATE THE MOBILE APPLICATION SECURITY MARKET DURING THE FORECAST PERIOD

Figure 13 EUROPE MARKET TO GROW FASTER THAN NORTH AMERICA

Figure 14 REGIONAL LIFECYCLE: MIDDLE EAST AND AFRICA AND LATIN AMERICA TO BE IN THE INTRODUCTION PHASE FOR THE YEAR 2015

Figure 15 MARKET EVOLUTION

Figure 16 MOBILE APPLICATION SECURITY MARKET SEGMENTATION: BY SOLUTION

Figure 17 MOBILE APPLICATION SECURITY MARKET SEGMENTATION: BY DEPLOYMENT TYPE

Figure 18 MOBILE APPLICATION SECURITY MARKET SEGMENTATION: BY USER TYPE

Figure 19 MOBILE APPLICATION SECURITY MARKET SEGMENTATION: BY INDUSTRY VERTICAL

Figure 20 MOBILE APPLICATION SECURITY MARKET SEGMENTATION: BY REGION

Figure 21 INCREASE IN MALWARE THREATS WILL DRIVE THE MOBILE

APPLICATION SECURITY MARKET**Figure 22 VALUE CHAIN ANALYSIS****Figure 23 PORTER'S FIVE FORCES ANALYSIS (2015): AVAILABILITY OF SUBSTITUTE PRODUCTS HAVE DECREASED THE VALUE OF THE MOBILE APPLICATION SECURITY SOLUTIONS****Figure 24 ANTI-VIRUS SOLUTION IS EXPECTED TO BE THE HIGHEST REVENUE CONTRIBUTOR IN THE MOBILE APPLICATION SECURITY MARKET****Figure 25 NORTH AMERICA AND EUROPE IS EXPECTED TO CONTRIBUTE HIGHEST IN TERMS OF MARKET GROWTH IN ANTI-VIRUS SOLUTION MARKET****Figure 26 EUROPE IS EXPECTED TO ADOPT DATA BACKUP AND RECOVERY SOLUTION AT A FAST PACE****Figure 27 ON-PREMISES IS THE HIGHEST REVENUE CONTRIBUTOR IN THE MOBILE APPLICATION SECURITY MARKET IN 2015****Figure 28 ON-PREMISES DEPLOYMENT TYPE WILL GROW SUBSTANTIALLY IN ASIA-PACIFIC****Figure 29 MOBILE APPLICATION SECURITY CLOUD DEPLOYMENT WILL GROW EXTENSIVELY IN EUROPE****Figure 30 LARGE ENTERPRISES ARE EXPECTED TO CONTRIBUTE HIGHEST REVENUE IN THE MOBILE APPLICATION SECURITY MARKET****Figure 31 MOBILE APPLICATION SECURITY SOLUTIONS ARE EXPECTED TO ADOPT SUBSTANTIALLY BY LARGE ENTERPRISES IN NORTH AMERICA****Figure 32 NORTH AMERICA EXHIBITS HIGHEST ADOPTION OF MOBILE APPLICATION SECURITY SOLUTION AMONG REGIONS****Figure 33 INDIVIDUALS IN ASIA-PACIFIC WILL CONTINUE TO IMPLEMENT MOBILE APPLICATION SECURITY SOLUTIONS DURING THE FORECAST PERIOD****Figure 34 RETAIL SECTOR IS GROWING SIGNIFICANTLY AMONG VERTICALS IN THE MOBILE APPLICATION SECURITY MARKET****Figure 35 NORTH AMERICA TO CONTRIBUTE THE HIGHEST REVENUE IN HEALTHCARE VERTICAL IN 2015****Figure 36 RETAIL INDUSTRY IS ADOPTING MOBILE APPLICATION SECURITY SOLUTIONS SUBSTANTIALLY IN EUROPE****Figure 37 IT AND TELECOM SECTOR IS ADOPTING MOBILE APPLICATION SECURITY SOLUTIONS CONSIDERABLY IN ASIA-PACIFIC****Figure 38 MAIN GEOGRAPHICAL ANALYSIS OF MOBILE APPLICATION SECURITY MARKET****Figure 39 NORTH AMERICA MARKET SNAPSHOT: ON-PREMISES DEPLOYMENT TO CONTRIBUTE THE MAXIMUM TO THE MARKET****Figure 40 ASIA-PACIFIC MARKET SNAPSHOT: RETAIL INDUSTRY IS EXPECTED TO GAIN POPULARITY AMONG THE USERS**

Figure 41 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY (2012-2015)

Figure 42 MARKET EVALUATION FRAMEWORK

Figure 43 BATTLE FOR MARKET SHARE: PARTNERSHIPS AND NEW PRODUCT LAUNCHES WERE THE KEY STRATEGIES

Figure 44 GEOGRAPHIC REVENUE MIX OF TOP 3 MARKET PLAYERS

Figure 45 SYMANTEC CORPORATION: COMPANY SNAPSHOT

Figure 46 SYMANTEC CORPORATION: SWOT ANALYSIS

Figure 47 TREND MICRO, INC.: COMPANY SNAPSHOT

Figure 48 TREND MICRO, INC.: SWOT ANALYSIS

Figure 49 VMWARE (EMC): COMPANY SNAPSHOT

Figure 50 VMWARE (EMC): SWOT ANALYSIS

Figure 51 MOBILEIRON: COMPANY SNAPSHOT

Figure 52 MOBILEIRON: SWOT ANALYSIS

Figure 53 MCAFEE: SWOT ANALYSIS

Figure 54 AVG TECHNOLOGIES: COMPANY SNAPSHOT

I would like to order

Product name: Mobile Application Security Market by Solution (Antivirus & Antitheft, Data Recovery and Others), Deployment Type (Cloud & On Premise), User Type, Industry Vertical (BFSI, Healthcare & Others) and by Region - Global Forecast to 2020

Product link: <https://marketpublishers.com/r/MD2A6C6CAA4EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD2A6C6CAA4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970