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Mobile Application Security Testing Market by Offering, Operating System (iOS, Android), Deployment Mode (On-premises, Cloud), Organization Size, Vertical (BFSI, IT & Telecom, Retail & eCommerce) and Region - Global Forecast to 2028

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Abstracts

The global mobile application security testing (MAST) market is estimated to be worth USD 0.9 billion in 2023 and is projected to reach USD 3.2 billion by 2028, at a CAGR of 28.3% during the forecast period. The increasing integration of mobile apps with backend systems, cloud services, and third-party APIs is a fundamental driver of the MAST market. As mobile applications become more interconnected and reliant on various external components, the potential attack surface expands, making them susceptible to various security threats. This emphasizes the need for thorough testing to identify and rectify vulnerabilities in the interactions between mobile apps and external services, protecting against potential breaches and ensuring the overall resilience of the entire application ecosystem. In an era where seamless connectivity is a priority, robust mobile application security testing is indispensable to fortify against risks arising from the integration complexity and interconnected nature of modern mobile applications.

“By offering, the services segment to register the highest growth rate during the forecast period.”

MAST services are classified as professional services and managed services. MAST services involve a systematic evaluation of the security features and vulnerabilities within mobile applications. These services employ various testing methods, including static analysis, dynamic analysis, and penetration testing, to identify and rectify potential security risks.

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“By deployment mode, the cloud segment to segment to hold the largest market size during the forecast period.”

The cloud segment's rapid growth within the MAST market can be attributed to several key factors. First and foremost, the shift towards cloud-based solutions has become a prevailing trend across various industries. Organizations are drawn to the flexibility and scalability that cloud-based deployment offers. Cloud solutions for MAST often provide on-demand access to a variety of testing tools. It enables efficient and comprehensive evaluations of mobile applications. Also, the features, including automatic updates and real-time collaboration, contribute to a more streamlined testing process. Cloud deployment is particularly beneficial for organizations that look for flexibility, quick implementation, and the ability to leverage shared resources for comprehensive mobile application security testing.

“Asia Pacific to register the highest growth rate during the forecast period.”

Asia Pacific is poised to register the most substantial growth rate during the forecast period in the context of the MAST market. Several key factors contribute to this notable growth trajectory. The Asia Pacific region is experiencing rapid digital transformation and economic expansion, fostering an environment where mobile devices are increasingly integrated into both personal and professional life. Investments in cybersecurity solutions, including MAST tools and services, have been notable in the Asia Pacific region as organizations strive to mitigate risks and protect sensitive data.

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 – 10%, 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 MAST market are IBM (US), HCLTech (India), OpenText (Canada), Synopsys (US), 3i Infotech (India), Qualys (US), Syhunt (Brazil), Checkmarx (US), Testhouse (UK), Ivanti (US), Digital.ai (US), Veracode (US), Onapsis (US), Snyk

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(US), Secure Code Warrior (Australia), eShard (France), Quokka (India), Data Theorem (US), Pradeo (France), PortSwigger (UK), ImmuniWeb (Switzerland), Contrast Security (US), Codified Security (UK), App-Ray (Austria), Entersoft Security (India), DerSecur (Israel), Fluid Attacks (US), Acunetix (US), VerSprite (US), Appknox (Singapore), and NowSecure (US).

The study includes an in-depth competitive analysis of these key players in the MAST market, with their company profiles, recent developments, and key market strategies.

Research Coverage

The market study covers the MAST market size across segments. It aims at estimating the market size and the growth potential of this market across different segments by offering, by OS, by deployment mode, by organization size, by vertical, and by region. The study also includes an in-depth competitive analysis of the key market players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to buy this report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall MAST 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:

As businesses recognize the pivotal role of MAST, there is a mounting demand for comprehensive MAST solutions. These encompass a range of tools enabling organizations to achieve authentic and secure connectivity. While challenges like the need for alignment and technology integration are acknowledged, the report underscores the dynamic landscape of MAST-centric technologies and evolving market trends, the report also offers valuable insights into the future trajectory of the MAST market.

Product Development/Innovation: Detailed insights on coming technologies, R&D activities, and product & solution launches in the MAST market

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

Market Diversification: Exhaustive information about new products & solutions being developed, untapped geographies, recent developments, and investments in the MAST market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like IBM (US), HCLTech (India), OpenText (Canada), Synopsys (US), 3i Infotech (India), Qualys (US), Syhunt (Brazil), Checkmarx (US), Testhouse (UK), Ivanti (US), Digital.ai (US), Veracode (US), Onapsis (US), Snyk (US), Secure Code Warrior (Australia), eShard (France), Quokka (India), Data Theorem (US), Pradeo (France), PortSwigger (UK), ImmuniWeb (Switzerland), Contrast Security (US), Codified Security (UK), App-Ray (Austria), Entersoft Security (India), DerSecur (Israel), Fluid Attacks (US), Acunetix (US), VerSprite (US), Appknox (Singapore), and NowSecure (US).

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