

# **Mobile Threat Defense Market by Offering, Operating System (iOS, Android, Other OS), Deployment Mode (On-premises and Cloud), Organization Size, Application (Phishing, Ransomware, Malware), Vertical, Region - Global Forecast to 2028**

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## **Abstracts**

The global mobile threat defense market is estimated to be worth USD 2.6 billion in 2023 and is projected to reach USD 7.2 billion by 2028, at a CAGR of 22.9% during the forecast period.

The proliferation of mobile devices, driven by an increasingly mobile-dependent workforce and the omnipresence of smartphones and tablets in daily life, is a fundamental driver of the mobile threat defense market. The ubiquitous use of mobile devices not only presents new opportunities for productivity but also invites greater risk from cyber threats. This evolving threat landscape, marked by mobile-specific vulnerabilities and the steady growth of mobile device usage, compels organizations to seek comprehensive MTD solutions to protect sensitive data, ensure regulatory compliance, and maintain the trust of their employees and customers.

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

In the mobile threat defense market, the services segment is anticipated to record the most significant growth rate during the forecast period. This growth is attributed to several key factors. Organizations are increasingly recognizing the need for professional services to effectively implement, optimize, and manage MTD solutions. The complexity of mobile security threats and the evolving threat landscape have created a demand for expert guidance and support in deploying and maintaining these

solutions. As organizations expand their use of mobile devices and the volume of sensitive data processed on these devices grows, there is a growing need for managed services in the MTD market. Managed services providers can proactively monitor, detect, and respond to mobile threats on behalf of organizations, alleviating the burden of in-house management. The services segment is also crucial for organizations seeking to tailor their MTD strategies to their specific needs. Professional services can assist in customizing MTD solutions to address unique security requirements and industry-specific regulations, thereby enhancing their overall effectiveness. The growth of the services segment in the MTD market underscores the importance of not only having robust technology solutions but also expert guidance and support to navigate the intricate landscape of mobile security effectively.

“By deployment mode, the cloud segment to register the highest growth rate during the forecast period”

The cloud segment's rapid growth within the mobile threat defense 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, enabling them to easily adjust their MTD solutions as their mobile device fleets expand or contract. The global adoption of remote and hybrid work models has accelerated the migration to cloud-based MTD solutions. With employees accessing corporate data from various locations and devices, cloud-based MTD allows for seamless protection and monitoring of mobile devices, regardless of their physical location. The cloud's ability to provide real-time updates and threat intelligence is another critical driver for its high growth rate. This ensures that organizations can stay ahead of the evolving threat landscape, an essential feature in the ever-changing world of cybersecurity. The cost-effectiveness of cloud-based solutions, with reduced on-premises hardware and maintenance expenses, is a compelling factor for businesses, particularly in challenging economic environments. As a result, the cloud segment is expected to maintain a remarkable growth rate as it aligns with the dynamic security needs and modernization strategies of organizations across the globe.

“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 mobile threat defense 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. This surge in mobile device usage amplifies the vulnerability landscape, making the region a focal point for advanced mobile security solutions. The evolving regulatory standards and data protection requirements in many Asia Pacific countries necessitate the implementation of robust MTD strategies. Organizations operating in the region are recognizing the importance of safeguarding sensitive data, both to comply with regulations and to maintain customer trust. The growth in remote work and the escalating sophistication of mobile-specific threats in the Asia Pacific region have also contributed to the heightened demand for MTD solutions. As organizations grapple with securing remote endpoints and protecting against advanced threats, MTD solutions become increasingly vital. The Asia Pacific region's expanding smartphone user base, diverse business landscape, and dynamic cybersecurity challenges position it as a central driver of growth in the MTD market. As a result, the region is expected to experience the highest growth rate during the forecast period, reflecting its pivotal role in shaping the global mobile threat defense landscape.

#### 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 – 20%, 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 mobile threat defense market are Cisco Systems (California), SAP (Germany), Broadcom (California), VMware (California), Citrix Systems (Florida), Kaspersky Labs (Russia), Ivanti (Utah), Micro Focus (United Kingdom), Zoho (India), SolarWinds (Texas), Zimperium (Texas), Matrix42 (Germany), Sophos (United Kingdom), BlackBerry (Canada), Esper (California), Lookout (California), Wandera (California), Pradeo (France), ZecOps (Israel), GuardSquare (Belgium), Upstream Security (Israel), Nexthink (Switzerland), Snyc (United Kingdom), Barracuda Networks (California), Zimbra (Texas), Bromium (California), AppGuard (Maryland), CellTrust (Arizona), SentinelOne (California).

The study includes an in-depth competitive analysis of these key players in the mobile

threat defense market, with their company profiles, recent developments, and key market strategies.

## Research Coverage

The market study covers the MTD 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 application, 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 mobile threat defense 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 mobile threat defense, there is a mounting demand for comprehensive mobile threat defense 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 mobile threat defense-centric technologies and evolving market trends, the report also offers valuable insights into the future trajectory of the mobile threat defense market.

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

**Market Development:** Comprehensive information about lucrative markets – the report analyses the mobile threat defense market across varied regions.

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

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players like Cisco Systems (California), SAP (Germany), Broadcom (California), VMware (California), Citrix Systems (Florida), Kaspersky Labs (Russia), Ivanti (Utah), Micro Focus (United Kingdom), Zoho (India), SolarWinds (Texas), Zimperium (Texas), Matrix42 (Germany), Sophos (United Kingdom), BlackBerry (Canada), Esper (California), Lookout (California), Wandera (California), Pradeo (France), ZecOps (Israel), GuardSquare (Belgium), Upstream Security (Israel), Nextthink (Switzerland), Snyc (United Kingdom), Barracuda Networks (California), Zimbra (Texas), Bromium (California), AppGuard (Maryland), CellTrust (Arizona), SentinelOne (California).

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Right to win, Strategic choices, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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