

# Proactive Security Market by Solution (Risk and Vulnerability Management, AMP, Security Analytics, Security Monitoring, Security Orchestration, and Attack Simulation), Service, Organization Size, Industry Vertical, and Region - Global Forecast to 2023

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## Abstracts

The strategic shift toward proactive security due to increasing sophistication in attacking techniques across the globe is driving the proactive security market

The global proactive security market size is expected to grow from USD 20.66 billion in 2018 to USD 41.77 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 15.1% during the forecast period. The market is driven by strategic shift toward proactive security due to increasing sophistication in attacking techniques, rising need to manage stringent regulations and compliances, and rising adoption of IoT, smart mobile devices, and BYOD trends. However, budgetary constraints to deploy proactive cybersecurity solutions may restrain the proactive security market growth.

The risk and vulnerability management solution is expected to hold the largest market size in the proactive security market.

The risk and vulnerability management solution is estimated to hold the largest market share in 2018. Risk and vulnerability management helps enterprises identify the existing cybersecurity posture of their information systems and infrastructure. Various assessments are carried out to provide recommendations to organizations for bringing about improvements in their cybersecurity strategies, enabling them to reach their security goal, handle vulnerabilities, and mitigate risks. The risk and vulnerability

management segment has witnessed a tremendous growth in the recent years, due to its features that provide direction to assess risks associated with security weaknesses and the evolving threats. This process provides organizations with a better understanding of assets, security flaws, and overall risks, reducing the possibility that a cybercriminal would breach their systems and catch the business off guard.

The large enterprises segment is expected to hold a larger market size during the forecast period.

The large enterprises segment is expected to hold a larger market size in the proactive security market during 2018–2023. Large enterprises are the early adopters of proactive security software and associated services. Though large enterprises have the necessary budgets to use on-premises proactive security software, they are moving toward the cloud deployment mode to avail benefits, such as increased availability, high scalability, and the low cost of deployment. However, many IT environments and the inability of IT systems to communicate with each other are expected to be the chief reasons for the increased deployment of proactive security software and services among large enterprises.

North America is expected to hold the largest market share, whereas Asia Pacific (APAC) to grow at the highest CAGR.

North America is estimated to hold the largest market size and dominate the global proactive security market in 2018. The increasing security challenges, due to network complexities, along with meeting strict compliance regulations and enhancing employees' productivity, are pushing organizations in North America to adopt proactive security solutions. Asia Pacific (APAC) offers growth opportunities for major vendors in the proactive security market, as countries in this region are investing heavily in deploying proactive security and compliance management solutions.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The breakup of the profiles of the primary participants is as follows:

By Company: Tier 1 – 11%, Tier 2 – 23%, and Tier 3 – 66%

By Designation: C-level – 61%, Director level – 27%, and Others – 12%

By Region: North America – 36%, Europe – 24%, APAC – 28%, and RoW – 12%

Key proactive security vendors include IBM (US), Symantec (US), McAfee (US), FireEye (US), Cisco (US), Palo Alto Networks (US), FireMon (US), LogRhythm (US), CyberSponse (US), RSA Security (US), Rapid7 (US), Demisto (US), ThreatConnect (US), Phantom (US), Securonix (US), Corvil (Ireland), Qualys (US), Siemplify (US), Skybox Security (US), Centrify (US), Oracle (US), Swimlane (US), AlienVault (US), Trustwave (US), and Aricent (US).

## Research Coverage

The research study segments the proactive security market by solution, service, organization size, vertical, and region. Additionally, it includes the factors that are driving the proactive security market, along with the growth opportunities in this market. It also includes the restraining factors and challenges for the proactive security market. Moreover, the report includes detailed company profiles of the key players offering proactive security solutions and services.

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

1. The report segments the proactive security market comprehensively and provides the closest approximations of the revenue numbers for the overall market and its subsegments across regions.
2. The report helps stakeholders understand the pulse of the market, and provides them information about key market drivers, restraints, challenges, and opportunities.
3. The report helps stakeholders understand their competitors better and gain more insights to improve their positions in their businesses. The competitive landscape section includes competitor ecosystems, new product developments, partnerships, and mergers and acquisitions.

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