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SASE Market by Offering (Network as a Service, Security as a Service), Organization size (SMEs, Large Enterprises), Vertical (Government, BFSI, Retail and eCommerce, IT and ITeS), and Region (North America, Europe, APAC, RoW) - Global Forecast to 2028

https://marketpublishers.com/r/S612471BFB0AEN.html
Date: April 2023
Pages: 196
Price: US$ 4,950.00 (Single User License)
ID: S612471BFB0AEN

Abstracts

MarketsandMarkets forecasts The global SASE market size is projected to grow from USD 1.9 billion in 2023 to USD 5.9 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 25.0% during the forecast period.

With the digital transformation of businesses, security is moving to the cloud. This is driving a need for converged services to reduce complexity, improve speed and agility, enable multi-cloud networking and secure SASE architecture.

Security as a service segment to grow at a higher CAGR during the forecast period.,

Security as a Service (SaaS) is a key component of Secure Access Service Edge (SASE) architecture. SaaS refers to a cloud-based security solution that is delivered as a service. With SaaS, users can access security services from anywhere over the internet, without investing in expensive hardware or software. The growing need to analyze regulatory requirements, policies, and obligations is expected to drive the growth of the segment.

SMEs segment to grow at the highest CAGR during the forecast period.

Governments of various countries take initiatives to protect SMEs. For instance, the UK government has launched cybersecurity initiatives for SMEs to protect their businesses from cyberattacks. These initiatives for SMEs are projected to drive the growth of the

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SMEs segment.

North America region to record the highest market share in the SASE market in 2023

North America consists of developed countries that are technologically advanced with well-developed infrastructure. Being the strongest economies, the US and Canada are the top contributing countries in North America in SASE solutions. Technology is getting more advanced with each passing day, and the growing economies of the US and Canada enable them to invest in these new technologies in huge amounts. Public and private organizations in the region are focused on cloud security solutions, such as SD-WAN, ZTNA, SWG, and CASB. The region has several large enterprises and rapidly growing SMEs where protecting the consumers' identities is the prime objective. Enterprises in this area have started implementing various technologies, such as AI, ML, blockchain, big data, and cloud, for securing data. Service providers in this region consistently invest in expanding and upgrading their LTE and LTE-Advanced (LTE-A) networks, SD-WAN, network security, WLAN, and enterprise collaboration portfolios.

By Company Type: Tier 1 – 35%, Tier 2 – 39%, and Tier 3 – 26%

By Designation: C-level – 55%, Directors – 40%, and Others – 5%

By Region: North America – 38, Europe – 40%, Asia Pacific – 21%, and Rest of the World (RoW)– 1%

This research study outlines the market potential, market dynamics, and major vendors operating in the SASE market. Key and innovative vendors in the SASE market include Cisco (US), VMware (US), Fortinet (US), Palo Alto Networks (US), Akamai (US), Zscaler (US), Cloudfare (US), Forcepoint (US), Check Point (US), Netskope (US), Mcafee (US), Citrix (US), Proofpoint (US), Aruba Networks (US), Juniper Networks (US), Verizon (US), SonicWall (US), Barracuda Networks, (US) Broadcom (US), Perimeter 81 (Israel), Open Systems (Switzerland), Aryaka (US), Twingate (US), Claro Enterprise Solutions (US), NordLayer, (US) Exium (US), Cato Networks (Israel), Versa Networks (US). These vendors have adopted many organic as well as inorganic growth strategies, such as new product launches, and partnerships and collaborations, to expand their offerings and market shares in the SASE market.

Research coverage

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The market study covers the SASE market across different segments. It aims at estimating the market size and the growth potential of this market across different segments based on component, application, end-user and regions. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the global SASE market and its subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and to plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (rising need for a unified network security architecture with the capabilities of SD-WAN, SWG, ZTNA, and FWaaS, lack of security tools and processes, mandate to follow regulatory and data protection laws restraints (lack of awareness about cloud resources, cloud security architecture, and SD-WAN strategy), opportunities (increase in adoption of cloud-based services, growing mobile workforce), and challenges (lack of awareness among enterprises about the benefits of SASE solutions) influencing the growth of the SASE market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the SASE market. Market Development: Comprehensive information about lucrative markets – the report analyses the SASE market across varied regions Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the SASE market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Cisco (US), VMware (US), Fortinet (US), Palo Alto Networks (US), Akamai (US), Zscaler (US), Cloudfare (US), Forcepoint (US), Check Point (US), Netskope (US), Mcafee (US), Citrix (US), Proofpoint (US), Aruba Networks (US), Juniper Networks (US), Verizon (US), SonicWall (US), Barracuda Networks, (US) Broadcom (US), Perimeter 81 (Israel), Open Systems (Switzerland), Aryaka (US), Twingate (US), Claro Enterprise Solutions (US), NordLayer, (US) Exium (US), Cato Networks (Israel), Versa Networks (US).

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Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES
1.2 MARKET DEFINITION
1.3 STUDY SCOPE
  1.3.1 MARKETS COVERED
FIGURE 1 SASE MARKET SEGMENTATION
  1.3.2 GEOGRAPHIC SCOPE
FIGURE 2 SASE MARKET: GEOGRAPHIC SCOPE
  1.3.3 INCLUSIONS AND EXCLUSIONS
  1.3.4 YEARS CONSIDERED
1.4 CURRENCY CONSIDERED
TABLE 1 USD EXCHANGE RATES, 2020–2022
1.5 STAKEHOLDERS
1.6 SUMMARY OF CHANGES
1.7 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
FIGURE 3 SASE MARKET: RESEARCH DESIGN
  2.1.1 SECONDARY DATA
    2.1.1.1 Secondary sources
  2.1.2 PRIMARY DATA
    2.1.2.1 Primary interviews with experts
    2.1.2.2 Breakdown of primary profiles
    2.1.2.3 Primary sources
    2.1.2.4 Key industry insights
2.2 MARKET SIZE ESTIMATION
FIGURE 4 RESEARCH METHODOLOGY: APPROACH
FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 1: SUPPLY-SIDE ANALYSIS OF REVENUE FROM OFFERINGS IN SASE MARKET
  2.2.1 BOTTOM-UP APPROACH
FIGURE 6 BOTTOM-UP APPROACH
  2.2.2 TOP-DOWN APPROACH
FIGURE 7 TOP-DOWN APPROACH
  2.2.3 SASE MARKET ESTIMATION: DEMAND-SIDE ANALYSIS

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FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS
2.3 DATA TRIANGULATION
FIGURE 9 DATA TRIANGULATION
2.4 FACTOR ANALYSIS
TABLE 2 FACTOR ANALYSIS
2.5 ASSUMPTIONS
2.6 LIMITATIONS
2.7 IMPLICATION OF RECESSION ON SASE MARKET
FIGURE 10 SASE MARKET TO WITNESS SLIGHT DIP IN Y-O-Y IN 2022

3 EXECUTIVE SUMMARY

FIGURE 11 SASE MARKET, REGIONAL AND COUNTRY-WISE SHARE, 2023

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN SASE MARKET
FIGURE 12 INCREASING NUMBER OF CLOUD SECURITY MEASURES ACROSS VERTICALS TO FUEL GROWTH
4.2 SASE MARKET, BY OFFERING
FIGURE 13 NETWORK AS A SERVICE SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
4.3 SASE MARKET, BY ORGANIZATION SIZE
FIGURE 14 LARGE ENTERPRISES SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
4.4 SASE MARKET, BY VERTICAL
FIGURE 15 BFSI SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
4.5 NORTH AMERICA: SASE MARKET, BY OFFERING AND ORGANIZATION SIZE
FIGURE 16 NETWORK AS A SERVICE AND LARGE ENTERPRISES TO ACCOUNT FOR SIGNIFICANT MARKET SHARE IN 2023
4.6 EUROPE: SASE MARKET, BY OFFERING AND ORGANIZATION SIZE
FIGURE 17 NETWORK AS A SERVICE AND LARGE ENTERPRISES TO ACCOUNT FOR SIGNIFICANT MARKET SHARE IN 2023
4.7 ASIA PACIFIC: SASE MARKET, BY OFFERING AND ORGANIZATION SIZE
FIGURE 18 NETWORK AS A SERVICE AND LARGE ENTERPRISES TO ACCOUNT FOR SIGNIFICANT MARKET SHARE IN 2023

5 MARKET OVERVIEW AND INDUSTRY TRENDS

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5.1 INTRODUCTION
5.2 MARKET DYNAMICS
FIGURE 19 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: SASE MARKET
5.2.1 DRIVERS
5.2.1.1 Rising need for unified network security architecture
5.2.1.2 Lack of security tools and processes
5.2.1.3 Mandate to follow regulatory and data protection laws
5.2.2 RESTRAINTS
5.2.2.1 Lack of awareness about cloud resources, cloud security architecture, and SD-WAN strategy
5.2.3 OPPORTUNITIES
5.2.3.1 Increase in adoption of cloud-based services among SMEs
5.2.3.2 Growing mobile workforce
5.2.4 CHALLENGES
5.2.4.1 Lack of awareness among enterprises about benefits of SASE solutions
5.2.5 DRIVERS AND OPPORTUNITIES
5.2.6 RESTRAINTS AND CHALLENGES
5.2.7 CUMULATIVE GROWTH ANALYSIS
5.3 BRIEF HISTORY/EVOLUTION OF SASE MARKET
FIGURE 20 BRIEF HISTORY OF SASE MARKET
5.4 ECOSYSTEM ANALYSIS
5.4.1 SASE COMPONENT PROVIDERS
5.4.2 SASE PLANNING AND DESIGNING
5.4.3 SASE SYSTEM INTEGRATORS
5.4.4 SASE END USERS
FIGURE 21 SASE MARKET: ECOSYSTEM
TABLE 3 SASE MARKET: ECOSYSTEM
5.5 TECHNOLOGY ANALYSIS
FIGURE 22 SASE MARKET: TECHNOLOGY ANALYSIS
5.6 CASE STUDY ANALYSIS
TABLE 4 USE CASE 1: PERIMETER 81
TABLE 5 USE CASE 2: TWINGATE
TABLE 6 USE CASE 3: FORTINET
TABLE 7 USE CASE 4: ARYAKA
TABLE 8 USE CASE 5: ZSCALAR
5.7 VALUE CHAIN ANALYSIS
FIGURE 23 SASE MARKET: VALUE CHAIN

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5.8 PATENT ANALYSIS
TABLE 9 TOP 20 PATENTS OWNERS (US) IN LAST 10 YEARS
FIGURE 24 NUMBER OF PATENTS GRANTED, 2013-2022
FIGURE 25 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS
5.9 PRICING ANALYSIS
TABLE 10 MONTHLY PRICING STRUCTURE OF FEW SASE MARKET VENDORS
5.10 KEY CONFERENCES & EVENTS, 2022–2023
TABLE 11 DETAILED LIST OF CONFERENCES & EVENTS, 2022-2023
5.11 REGULATORY LANDSCAPE
5.11.1 GENERAL DATA PROTECTION REGULATION
5.11.2 PERSONAL INFORMATION PROTECTION AND ELECTRONIC DOCUMENTS ACT
5.11.3 CLOUD SECURITY ALLIANCE SECURITY TRUST ASSURANCE AND RISK
5.11.4 CALIFORNIA CONSUMER PRIVACY ACT
5.11.5 PAYMENT CARD INDUSTRY DATA SECURITY STANDARD
5.12 PORTER'S FIVE FORCES ANALYSIS
TABLE 12 IMPACT OF EACH FORCE ON SASE MARKET
FIGURE 26 PORTER'S FIVE FORCES ANALYSIS: SASE MARKET
5.12.1 THREAT FROM NEW ENTRANTS
5.12.2 THREAT FROM SUBSTITUTES
5.12.3 BARGAINING POWER OF BUYERS
5.12.4 BARGAINING POWER OF SUPPLIERS
5.12.5 INTENSITY OF COMPETITIVE RIVALRY
5.13 KEY STAKEHOLDERS & BUYING CRITERIA
5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS
FIGURE 27 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS
TABLE 13 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS
5.13.2 BUYING CRITERIA
FIGURE 28 KEY BUYING CRITERIA FOR TOP THREE END USERS
TABLE 14 KEY BUYING CRITERIA FOR TOP THREE END USERS
5.14 BEST PRACTICES IN SASE
5.14.1 DEPLOYMENT OF RIGHT INTEGRATION PLAN
5.14.2 FOLLOWING ZERO TRUST PRINCIPLES
5.14.3 SECURING REMOTE ACCESS
5.14.4 IMPLEMENTATION OF WEB FILTERING AND MALWARE PROTECTION
5.15 IMPACT OF SASE ON ADJACENT TECHNOLOGIES

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5.15.1 NETWORK SECURITY
5.15.2 IDENTITY AND ACCESS MANAGEMENT
5.15.3 CLOUD SECURITY
5.15.4 REMOTE WORK SOLUTIONS
5.16 ADOPTION OF SASE
5.16.1 SINGLE VENDOR OFFERING
5.16.2 EXPLICIT PAIRING
5.16.3 MANAGED SASE

6 SASE MARKET, BY OFFERING

6.1 INTRODUCTION
FIGURE 29 SECURITY AS A SERVICE SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD
TABLE 15 SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 16 SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2023–2028 (USD MILLION)
6.2 NETWORK AS A SERVICE
6.2.1 SASE TO INTEGRATE NETWORKING AND SECURITY FUNCTIONS INTO UNIFIED CLOUD-NATIVE SOLUTION OR SERVICE
6.2.2 NETWORK AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 17 NETWORK AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 18 NETWORK AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
6.3 SECURITY AS A SERVICE
6.3.1 SASE TO DELIVER CONVERGED NETWORK AND SAAS CAPABILITIES
6.3.2 SECURITY AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 19 SECURITY AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 20 SECURITY AS A SERVICE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)

7 SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE

7.1 INTRODUCTION

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FIGURE 30 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD
TABLE 21 SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD MILLION)
TABLE 22 SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)
7.2 SMALL AND MEDIUM-SIZED ENTERPRISES
7.2.1 INCREASING ADOPTION OF SD-WAN TECHNOLOGY
7.2.2 SMALL AND MEDIUM-SIZED BUSINESSES: SECURE ACCESS SERVICE EDGE DRIVERS
TABLE 23 SMES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 24 SMES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
7.3 LARGE ENTERPRISES
7.3.1 ENTERPRISES TO MANAGE NETWORK SECURITY
7.3.2 LARGE ENTERPRISES: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 25 LARGE ENTERPRISES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 26 LARGE ENTERPRISES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)

8 SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL

8.1 INTRODUCTION
FIGURE 31 IT AND ITES SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD
TABLE 27 SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 28 SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)
8.2 GOVERNMENT
8.2.1 SASE TO IMPROVE OPERATIONS AND SECURE GOVERNMENT AND PUBLIC SECTORS
8.2.2 GOVERNMENT: SECURE ACCESS SERVICE EDGE USE CASES
8.2.2.1 Secure remote access
8.2.2.2 Network segmentation
8.2.2.3 Secure cloud access

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8.2.3 GOVERNMENT: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 29 GOVERNMENT: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 30 GOVERNMENT: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
8.3 BANKING, FINANCIAL SERVICES, AND INSURANCE
8.3.1 INCREASING NEED FOR CYBERSECURITY SOLUTIONS AND SERVICES
8.3.2 BFSI: SECURE ACCESS SERVICE EDGE USE CASES
8.3.2.1 Comprehensive security control and monitoring
8.3.2.2 Secure remote access
8.3.2.3 Secure mobile access
8.3.3 BFSI: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 31 BFSI: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 32 BFSI: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
8.4 RETAIL AND E-COMMERCE
8.4.1 CHANGING MARKET CONDITIONS AND CUSTOMER DEMANDS
8.4.2 RETAIL AND E-COMMERCE: SECURE ACCESS SERVICE EDGE USE CASES
8.4.2.1 Protection of customer data
8.4.2.2 Secure point-of-sale
8.4.2.3 Secure remote access
8.4.3 RETAIL AND E-COMMERCE: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 33 RETAIL AND E-COMMERCE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 34 RETAIL AND E-COMMERCE: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
8.5 IT AND ITES
8.5.1 RISE IN PENETRATION OF CLOUD COMPUTING
8.5.2 IT AND ITES: SECURE ACCESS SERVICE EDGE USE CASES
8.5.2.1 Secure cloud access
8.5.2.2 Secure remote access
8.5.2.3 Protection of sensitive data
8.5.3 IT AND ITES: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
TABLE 35 IT AND ITES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 36 IT AND ITES: SECURE ACCESS SERVICE EDGE MARKET, BY REGION,

2023–2028 (USD MILLION)
8.6 OTHER VERTICALS
TABLE 37 OTHER VERTICALS: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 38 OTHER VERTICALS: SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)

9 SECURE ACCESS SERVICE EDGE MARKET, BY REGION

9.1 INTRODUCTION
FIGURE 32 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
TABLE 39 SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2018–2022 (USD MILLION)
TABLE 40 SECURE ACCESS SERVICE EDGE MARKET, BY REGION, 2023–2028 (USD MILLION)
9.2 NORTH AMERICA
9.2.1 NORTH AMERICA: RECESSION IMPACT
9.2.2 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
9.2.3 NORTH AMERICA: REGULATORY LANDSCAPE
FIGURE 33 NORTH AMERICA: MARKET SNAPSHOT
TABLE 41 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 42 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2023–2028 (USD MILLION)
TABLE 43 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD MILLION)
TABLE 44 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)
TABLE 45 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 46 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)
TABLE 47 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2018–2022 (USD MILLION)
TABLE 48 NORTH AMERICA: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)
9.2.4 US
9.2.4.1 Increasing investments in SASE solutions to drive market

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9.2.5 CANADA
9.2.5.1 Need to improve network infrastructure to drive market
9.3 EUROPE
9.3.1 EUROPE: RECESSION IMPACT
9.3.2 EUROPE: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
9.3.3 EUROPE: REGULATORY LANDSCAPE
TABLE 49 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 50 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2023–2028 (USD MILLION)
TABLE 51 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD MILLION)
TABLE 52 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)
TABLE 53 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 54 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)
TABLE 55 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2018–2022 (USD MILLION)
TABLE 56 EUROPE: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)
9.3.4 UK
9.3.4.1 Government initiatives to drive growth
9.3.5 GERMANY
9.3.5.1 Rapid technical development in security application to drive market
9.3.6 REST OF EUROPE
9.4 ASIA PACIFIC (APAC)
9.4.1 ASIA PACIFIC: RECESSION IMPACT
9.4.2 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
FIGURE 34 ASIA PACIFIC: MARKET SNAPSHOT
9.4.3 ASIA PACIFIC: REGULATORY LANDSCAPE
TABLE 57 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 58 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2023–2028 (USD MILLION)
TABLE 59 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD MILLION)
TABLE 60 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY

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ORGANIZATION SIZE, 2023–2028 (USD MILLION)
TABLE 61 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 62 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)
TABLE 63 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2018–2022 (USD MILLION)
TABLE 64 ASIA PACIFIC: SECURE ACCESS SERVICE EDGE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)
9.4.4 JAPAN
9.4.4.1 Increasing demand for SASE across enterprises to drive market
9.4.5 SINGAPORE
9.4.5.1 Network breaches and ongoing security challenges to drive market
9.4.6 REST OF ASIA PACIFIC
9.5 ROW
9.5.1 ROW: RECESSION IMPACT
9.5.2 ROW: SECURE ACCESS SERVICE EDGE MARKET DRIVERS
9.5.3 ROW: REGULATORY LANDSCAPE
TABLE 65 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 66 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY OFFERING, 2023–2028 (USD MILLION)
TABLE 67 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD MILLION)
TABLE 68 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)
TABLE 69 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 70 ROW: SECURE ACCESS SERVICE EDGE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION
10.2 STRATEGIES ADOPTED BY KEY PLAYERS
TABLE 71 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN SASE MARKET
10.3 HISTORICAL REVENUE ANALYSIS
FIGURE 35 HISTORICAL REVENUE ANALYSIS OF PLAYERS, 2020–2022 (USD

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info@marketpublishers.com

MILLION)
10.4 COMPETITIVE BENCHMARKING
TABLE 72 SASE MARKET: DETAILED LIST OF KEY STARTUPS/SMES
TABLE 73 SASE MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES
TABLE 74 SASE MARKET: DETAILED LIST OF KEY PLAYERS
TABLE 75 SASE MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS
10.5 COMPETITIVE SCENARIO
10.5.1 PRODUCT LAUNCHES
TABLE 76 PRODUCT LAUNCHES, 2021–2023
10.5.2 DEALS
TABLE 77 DEALS, 2021–2023
10.6 MARKET SHARE ANALYSIS OF TOP PLAYERS
TABLE 78 SASE MARKET: DEGREE OF COMPETITION
FIGURE 36 SECURE ACCESS SERVICE EDGE MARKET: REVENUE ANALYSIS
10.7 RANKING OF KEY PLAYERS
FIGURE 37 RANKING OF KEY SECURE ACCESS SERVICE EDGE MARKET PLAYERS
10.8 COMPANY EVALUATION MATRIX METHODOLOGY
FIGURE 38 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE
10.9 STARTUPS/SMES COMPETITIVE EVALUATION MATRIX METHODOLOGY
FIGURE 39 STARTUPS/SMES COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE
10.10 COMPANY EVALUATION QUADRANT
10.10.1 STARS
10.10.2 EMERGING LEADERS
10.10.3 PERVASIVE PLAYERS
10.10.4 PARTICIPANTS
FIGURE 40 KEY SASE MARKET PLAYERS: COMPANY EVALUATION MATRIX, 2022
10.11 STARTUPS/SMES EVALUATION QUADRANT
10.11.1 PROGRESSIVE COMPANIES
10.11.2 RESPONSIVE COMPANIES
10.11.3 DYNAMIC COMPANIES
10.11.4 STARTING BLOCKS
FIGURE 41 SASE MARKET STARTUPS/SMES: COMPANY EVALUATION MATRIX, 2022

11 COMPANY PROFILES

+44 20 8123 2220
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11.1 MAJOR PLAYERS
(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*
11.1.1 CISCO
TABLE 79 CISCO: BUSINESS OVERVIEW
FIGURE 42 CISCO: COMPANY SNAPSHOT
TABLE 80 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 81 CISCO: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 82 CISCO: DEALS
11.1.2 VMWARE
TABLE 83 VMWARE: BUSINESS OVERVIEW
FIGURE 43 VMWARE: COMPANY SNAPSHOT
TABLE 84 VMWARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 85 VMWARE: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 86 VMWARE: DEALS
11.1.3 FORTINET
TABLE 87 FORTINET: BUSINESS OVERVIEW
FIGURE 44 FORTINET: COMPANY SNAPSHOT
TABLE 88 FORTINET: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 89 FORTINET: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 90 FORTINET: DEALS
11.1.4 PALO ALTO NETWORKS
TABLE 91 PALO ALTO NETWORKS: BUSINESS OVERVIEW
FIGURE 45 PALO ALTO NETWORKS: COMPANY SNAPSHOT
TABLE 92 PALO ALTO NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 93 PALO ALTO NETWORKS: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 94 PALO ALTO NETWORKS: DEALS
11.1.5 AKAMAI
TABLE 95 AKAMAI: BUSINESS OVERVIEW
FIGURE 46 AKAMAI: COMPANY SNAPSHOT
TABLE 96 AKAMAI: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 97 AKAMAI: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 98 AKAMAI: DEALS
11.1.6 ZSCALER
TABLE 99 ZSCALER: BUSINESS OVERVIEW
FIGURE 47 ZSCALER: COMPANY SNAPSHOT
TABLE 100 ZSCALER: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 101 ZSCALER: PRODUCT LAUNCHES AND ENHANCEMENTS

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TABLE 102 ZSCALER: DEALS
11.1.7 CLOUDFLARE
TABLE 103 CLOUDFLARE: BUSINESS OVERVIEW
FIGURE 48 CLOUDFLARE: COMPANY SNAPSHOT
TABLE 104 CLOUDFLARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 105 CLOUDFLARE: DEALS
11.1.8 FORCEPOINT
TABLE 106 FORCEPOINT: BUSINESS OVERVIEW
TABLE 107 FORCEPOINT: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 108 FORCEPOINT: DEALS
11.1.9 BROADCOM
TABLE 109 BROADCOM: BUSINESS OVERVIEW
FIGURE 49 BROADCOM: COMPANY SNAPSHOT
TABLE 110 BROADCOM: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 111 BROADCOM: DEALS
11.1.10 CHECK POINT
TABLE 112 CHECK POINT: BUSINESS OVERVIEW
FIGURE 50 CHECK POINT: COMPANY SNAPSHOT
TABLE 113 CHECK POINT: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 114 CHECK POINT: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 115 CHECK POINT: DEALS
11.1.11 NETSKOPE
11.1.12 MCAFEE
11.1.13 CITRIX
11.1.14 PROOFPOINT
11.1.15 ARUBA NETWORKS
11.1.16 JUNIPER NETWORKS
11.1.17 VERIZON
11.1.18 SONICWALL
11.1.19 BARRACUDA NETWORKS
*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.
11.2 STARUPS/SMES
11.2.1 PERIMETER 81
11.2.2 OPEN SYSTEMS
11.2.3 ARYAKA
11.2.4 TWINGATE
11.2.5 CLARO ENTERPRISE SOLUTION
11.2.6 NORDLAYER

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11.2.7 EXIUM
11.2.8 CATO NETWORKS
11.2.9 VERSA NETWORKS

12 ADJACENT MARKETS

12.1 INTRODUCTION
TABLE 116 ADJACENT MARKETS AND FORECASTS
12.2 LIMITATIONS
12.3 NETWORK AS A SERVICE MARKET
TABLE 117 LOCAL AREA NETWORK AND WIRELESS LOCAL AREA NETWORK: NETWORK AS A SERVICE MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 118 LOCAL AREA NETWORK AND WIRELESS LOCAL AREA NETWORK: NETWORK AS A SERVICE MARKET, BY REGION, 2022–2027 (USD MILLION)
TABLE 119 WIDE AREA NETWORK: NETWORK AS A SERVICE MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 120 WIDE AREA NETWORK: NETWORK AS A SERVICE MARKET, BY REGION, 2022–2027 (USD MILLION)
TABLE 121 COMMUNICATION AND COLLABORATION: NETWORK AS A SERVICE MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 122 COMMUNICATION AND COLLABORATION: NETWORK AS A SERVICE MARKET, BY REGION, 2022–2027 (USD MILLION)
TABLE 123 NETWORK SECURITY: NETWORK AS A SERVICE MARKET, BY REGION, 2016–2021 (USD MILLION)
12.4 SECURITY AS A SERVICE MARKET
TABLE 124 BUSINESS CONTINUITY AND DISASTER MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 125 BUSINESS CONTINUITY AND DISASTER MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 126 CONTINUOUS MONITORING: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 127 CONTINUOUS MONITORING: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 128 DATA LOSS PREVENTION: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 129 DATA LOSS PREVENTION: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 130 ENCRYPTION: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)

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TABLE 131 ENCRYPTION: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 132 IDENTITY AND ACCESS MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 133 IDENTITY AND ACCESS MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 134 INTRUSION MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 135 INTRUSION MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 136 SECURITY INFORMATION AND EVENT MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 137 SECURITY INFORMATION AND EVENT MANAGEMENT: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)
TABLE 138 VULNERABILITY SCANNING: SECURITY AS A SERVICE MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 139 VULNERABILITY SCANNING: SECURITY AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)

13 APPENDIX

13.1 DISCUSSION GUIDE
13.2 KNOWLEDGESTORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
13.3 CUSTOMIZATION OPTIONS
13.4 RELATED REPORTS
13.5 AUTHOR DETAILS

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