

Security Automation Market by Offering (Solutions, Services), Code Type, Technology (AI & ML, Predictive Analytics), Application (Network Security, IAM), Vertical (BFSI, Manufacturing, Media & Entertainment) and Region - Global Forecast to 2028

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Abstracts

The security automation market is projected to grow from USD 8.9 billion in 2023 to USD 16.7 billion by 2028, at a compound annual growth rate (CAGR) of 13.4% during the forecast period. The market is anticipated to grow due to the rising cybersecurity threats and complexity, growing ability to detect and respond to security incidents in real-time.

By offering solutions segment to register for largest market size during forecast period

The solution segment includes SOAR, SIEM, and XDR. The growth of the solutions segment in the security automation market is being driven by several key factors like the rapid proliferation of connected devices and digital services has expanded the attack surface for cybercriminals, necessitating a proactive and automated approach to threat detection and mitigation.

By vertical, healthcare & life sciences segment to register fastest growing CAGR during the forecast period

The healthcare & life sciences verticals have witnessed tremendous advancements over the past decade, and security automation technology have played a pivotal role in driving this progress. Security automation in the healthcare and life sciences sectors streamlines compliance with regulations like the Health Insurance Portability and Accountability Act (HIPAA) and ensures the continuity of critical research activities. By

automating security processes such as vulnerability assessments, threat detection, and incident response, organizations can focus on delivering high-quality patient care and advancing scientific discoveries without compromising security.

North America to witness the largest market size during the forecast period

North America is experiencing significant technological growth in the security automation market, driven by various factors shaping the landscape of intelligent and connected devices. The continuous growth of the security automation market in the region is due to the heavy investment done by companies and countries against cyberattacks and the presence of market players across the region. The increase in the number of cyberattacks is giving a wake-up call to different organizations to safeguard their businesses by using new and innovative technologies, such as SOAR, to prevent attacks and to guard their organization's valuable and critical data.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the security automation market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Managers: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, and Middle East and Africa- 5%, Latin America-5%

The report includes the study of key players offering security automation solutions. It profiles major vendors in the security automation market. The major players in the security automation market include Palo Alto Networks (US), Splunk (US), CyberArk (US), Check Point (Israel), CrowdStrike (US), Red Hat (US), Cisco (US), Carbon Black (US), Trellix (US), IBM (US), Secureworks (US), Tenable (US), Microsoft (US), Swimlane (US), Tufin (US), Sumo Logic (US), Google (US), LogRhythm (US), Exabeam (US), ManageEngine (India), Fortinet (US), Devo Technology (US), D3 Security (Canada), Logsign (Netherlands), Vulcan Cyber (Israel), Cyware (US), Cyberbit (US), SIRP (US), Tines (Ireland), Veriti (Israel), Vanta (US), Drata (US), Anvilogic (US), and

Torq (US).

Research coverage

The security automation market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred security automation providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall security automation market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising cybersecurity threats and complexity, Growing ability to detect and respond security incidents in real-time, Increasing incidents of phishing emails and ransomware, Need to ensure consistent adherence to security policies and facilitates audit trails), restraints (Concerns related to data privacy, Uncertainty in third-party applications), opportunities (rise in advent of predictive analytics to anticipate potential threats, Advancements in quantum computing to mitigate quantum-based attacks), and challenges (shortage of modern IT infrastructure).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the security automation market

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

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the security automation market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like include Cisco (US), IBM (US), Palo Alto Networks (US), Splunk (US), CyberArk (US), Check Point (Israel), CrowdStrike (US) among others in the security automation market strategies. The report also helps stakeholders understand the pulse of the security automation market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
 - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 SECURITY AUTOMATION MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary interviews
 - 2.1.2.2 Breakup of primary profiles
 - 2.1.2.3 Key industry insights
 - 2.2 DATA TRIANGULATION
 - FIGURE 2 DATA TRIANGULATION
 - 2.3 MARKET SIZE ESTIMATION
 - FIGURE 3 SECURITY AUTOMATION MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
 - 2.3.1 TOP-DOWN APPROACH
 - 2.3.2 BOTTOM-UP APPROACH
 - FIGURE 4 APPROACH 1 (SUPPLY-SIDE): REVENUE FROM SOLUTIONS/SERVICES OF SECURITY AUTOMATION MARKET
 - FIGURE 5 APPROACH 2 (BOTTOM-UP, SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SECURITY AUTOMATION SOLUTION/SERVICE VENDORS
 - FIGURE 6 APPROACH 3 (BOTTOM-UP, SUPPLY-SIDE): FLOWCHART OF ESTIMATION AND SOURCES
 - FIGURE 7 APPROACH 4 (BOTTOM-UP, DEMAND-SIDE): SHARE OF SECURITY AUTOMATION THROUGH OVERALL SECURITY AUTOMATION SPENDING
 - 2.4 MARKET FORECAST

TABLE 1 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS

2.7 IMPLICATIONS OF RECESSION ON SECURITY AUTOMATION MARKET

TABLE 2 IMPACT OF RECESSION ON GLOBAL SECURITY AUTOMATION MARKET

3 EXECUTIVE SUMMARY

TABLE 3 SECURITY AUTOMATION MARKET SIZE AND GROWTH RATE, 2017–2022
(USD MILLION, Y-O-Y GROWTH)

TABLE 4 SECURITY AUTOMATION MARKET SIZE AND GROWTH RATE, 2023–2028
(USD MILLION, Y-O-Y GROWTH)

FIGURE 8 SECURITY AUTOMATION SOLUTIONS TO LEAD OVER SERVICES
MARKET IN 2023

FIGURE 9 SOAR SOLUTIONS TO ACCOUNT FOR LARGEST MARKET SHARE IN
2023

FIGURE 10 THREAT INTELLIGENCE AUTOMATION TO LEAD SOAR SOLUTIONS
MARKET IN 2023

FIGURE 11 REAL-TIME ALERTING AUTOMATION TO LEAD SIEM SOLUTIONS
MARKET IN 2023

FIGURE 12 REAL-TIME RESPONSE AUTOMATION TO BE LARGEST XDR
SOLUTIONS MARKET IN 2023

FIGURE 13 PROFESSIONAL SERVICES SEGMENT TO LEAD OVER MANAGED
SERVICES IN 2023

FIGURE 14 SYSTEM INTEGRATION & IMPLEMENTATION TO BE LARGEST
PROFESSIONAL SERVICES MARKET IN 2023

FIGURE 15 LOW-CODE SECURITY AUTOMATION TO BE LARGEST CODE TYPE
MARKET IN 2023

FIGURE 16 AI & ML TECHNOLOGY TO LEAD MARKET IN 2023

FIGURE 17 NETWORK SECURITY TO BE LARGEST APPLICATION MARKET IN
2023

FIGURE 18 FIREWALL MANAGEMENT TO BE LARGEST NETWORK SECURITY
APPLICATION MARKET IN 2023

FIGURE 19 THREAT DETECTION & PREVENTION TO BE LARGEST ENDPOINT
SECURITY APPLICATION MARKET IN 2023

FIGURE 20 INCIDENT TRIAGE & ESCALATION TO BE LARGEST INCIDENT
RESPONSE MANAGEMENT APPLICATION MARKET IN 2023

FIGURE 21 VULNERABILITY SCANNING & ASSESSMENT TO BE LARGEST
VULNERABILITY MANAGEMENT APPLICATION MARKET IN 2023

FIGURE 22 USER PROVISIONING & DEPROVISIONING TO BE LARGEST IAM APPLICATION MARKET IN 2023

FIGURE 23 AUTOMATED COMPLIANCE AUDITING TO BE LARGEST COMPLIANCE & POLICY MANAGEMENT APPLICATION MARKET IN 2023

FIGURE 24 ENCRYPTION KEY MANAGEMENT TO LEAD LARGEST DATA PROTECTION & ENCRYPTION MANAGEMENT APPLICATION MARKET IN 2023

FIGURE 25 CLOUD SEGMENT ESTIMATED TO ACCOUNT FOR LARGER MARKET IN 2023

FIGURE 26 HEALTHCARE & LIFE SCIENCES SEGMENT TO GROW AT HIGHEST CAGR IN 2023

FIGURE 27 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE; ASIA PACIFIC TO GROW AT HIGHEST CAGR

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR SECURITY AUTOMATION MARKET PLAYERS

FIGURE 28 INCREASE IN PHISHING EMAILS AND RANSOMWARE INCIDENTS TO FACILITATE AUDIT TRAILS TO DRIVE MARKET GROWTH

4.2 OVERVIEW OF RECESSION IN GLOBAL SECURITY AUTOMATION MARKET

FIGURE 29 SECURITY AUTOMATION MARKET TO WITNESS MINOR DECLINE IN Y-O-Y GROWTH IN 2023

4.3 SECURITY AUTOMATION MARKET: TOP THREE APPLICATIONS

FIGURE 30 IDENTITY & ACCESS MANAGEMENT SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

4.4 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY OFFERING AND TOP THREE VERTICALS

FIGURE 31 SOLUTION OFFERINGS AND BFSI VERTICAL TO ACCOUNT FOR LARGEST RESPECTIVE MARKET SHARES IN NORTH AMERICA IN 2023

4.5 SECURITY AUTOMATION MARKET, BY REGION

FIGURE 32 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2023

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 33 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: SECURITY AUTOMATION MARKET

5.2.1 DRIVERS

5.2.1.1 Rise in cybersecurity threats and complexity

5.2.1.2 Increase in ability to detect and respond to security incidents in real time

5.2.1.3 Growth in incidents of phishing emails and ransomware

5.2.1.4 Need to ensure consistent adherence to security policies and facilitate audit

trails

5.2.2 RESTRAINTS

5.2.2.1 Concerns related to data privacy

5.2.2.2 Uncertainty in third-party applications

5.2.3 OPPORTUNITIES

5.2.3.1 Rise in advent of predictive analytics to anticipate potential threats

5.2.3.2 Advancements in quantum computing to mitigate quantum-based attacks

5.2.4 CHALLENGES

5.2.4.1 Shortage of modern IT infrastructure

5.3 CASE STUDY ANALYSIS

5.3.1 BFSI

5.3.1.1 Superior Credit Union relied on Taegis ManagedXDR for proactive security

5.3.1.2 R3's security team saved more than 220 hours/month with Tines

5.3.1.3 Tenable unified vulnerability management program of Global Payment AU NZ

5.3.1.4 eFinance strengthened digital payment security ecosystem in Egypt with

LogRhythm SIEM

5.3.2 HEALTHCARE

5.3.2.1 Almac Group stepped up IoT Security

5.3.2.2 McKesson chose Tines for its refreshing approach to security automation

5.3.2.3 Geisinger expanded CrowdStrike usage to protect AWS Cloud Workloads

5.3.3 ENERGY & UTILITIES

5.3.3.1 Bas?kentgaz prevented potential DOS and XSS attacks by using Logsign

SIEM

5.3.3.2 Botswana Power Corporation secured its infrastructure, its business, and its

management's confidence with Check Point

5.3.4 IT & ITES

5.3.4.1 Upwork used Tines to improve its security posture and help its end-users get smarter

5.3.4.2 Auth0 used Tines to deliver faster and more efficient security alert response service

5.3.5 MEDIA & ENTERTAINMENT

5.3.5.1 Tines helped Canva to improve its security detection and response

5.3.5.2 The Kraft Group adopted Taegis ManagedXDR to transform its IT environment

5.3.6 RETAIL & ECOMMERCE

5.3.6.1 Busy Beaver took customer-first approach to IT Security

5.3.6.2 Global Retailer reduced risk with Secureworks Threat Detection And

Response

5.3.7 TELECOM

5.3.7.1 Vodafone Idea Limited automated to improve IT infrastructure

5.3.8 MANUFACTURING

5.3.8.1 SMS Group maintained highest standards of security with Trellix solutions

5.3.9 GOVERNMENT & DEFENSE

5.3.9.1 Turkish Red Crescent used Logsign SIEM against possible cyber threats

5.3.10 EDUCATION

5.3.10.1 Istanbul Bilgi University observed network and system activities of users on all campuses using Logsign SIEM

5.3.11 AUTOMOTIVE & TRANSPORTATION

5.3.11.1 Tines enabled Turo's lean security team to do more with less

5.4 TARIFF AND REGULATORY LANDSCAPE

5.4.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.2 NORTH AMERICA

TABLE 5 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.3 EUROPE

TABLE 6 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.4 ASIA PACIFIC

TABLE 7 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.5 MIDDLE EAST & AFRICA

TABLE 8 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.4.6 LATIN AMERICA

TABLE 9 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.5 ECOSYSTEM/MARKET MAP

TABLE 10 SECURITY AUTOMATION MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 34 SECURITY AUTOMATION MARKET ECOSYSTEM

5.6 PATENT ANALYSIS

5.6.1 METHODOLOGY

5.6.2 PATENTS FILED, BY DOCUMENT TYPE

TABLE 11 PATENTS FILED, 2013–2023

5.6.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 35 TOTAL NUMBER OF PATENTS GRANTED, 2013–2023

5.6.3.1 Top applicants

FIGURE 36 TOP TEN PATENT APPLICANT COMPANIES, 2013–2023

TABLE 12 TOP 20 PATENT OWNERS IN SECURITY AUTOMATION MARKET, 2013–2023

TABLE 13 LIST OF PATENTS IN SECURITY AUTOMATION MARKET, 2023

FIGURE 37 REGIONAL ANALYSIS OF PATENTS GRANTED FOR SECURITY AUTOMATION MARKET, 2023

5.7 SUPPLY CHAIN ANALYSIS

FIGURE 38 SECURITY AUTOMATION MARKET: SUPPLY CHAIN ANALYSIS

5.8 FUTURE DIRECTIONS OF SECURITY AUTOMATION MARKET LANDSCAPE

5.8.1 TECHNOLOGY ROADMAP FOR SECURITY AUTOMATION MARKET UNTIL 2030

FIGURE 39 SECURITY AUTOMATION ROADMAP UNTIL 2030

5.9 PRICING ANALYSIS

5.9.1 AVERAGE SELLING PRICE OF KEY COMPANIES

FIGURE 40 AVERAGE SELLING PRICE OF KEY COMPANIES

5.9.2 INDICATIVE PRICING ANALYSIS

TABLE 14 AVERAGE SELLING PRICE ANALYSIS, BY OFFERING

5.10 BRIEF HISTORY OF SECURITY AUTOMATION/EVOLUTION

FIGURE 41 SECURITY AUTOMATION MARKET EVOLUTION

5.11 TRENDS AND DISRUPTIONS IMPACTING BUYERS/CLIENTS' BUSINESSES

FIGURE 42 TRENDS AND DISRUPTIONS IMPACTING BUYERS/CLIENTS' BUSINESSES

5.12 PORTER'S FIVE FORCES ANALYSIS

FIGURE 43 PORTER'S FIVE FORCES ANALYSIS

5.12.1 THREAT OF NEW ENTRANTS

5.12.2 THREAT OF SUBSTITUTES

5.12.3 BARGAINING POWER OF SUPPLIERS

5.12.4 BARGAINING POWER OF BUYERS

5.12.5 INTENSITY OF COMPETITIVE RIVALRY

5.13 KEY CONFERENCES AND EVENTS

TABLE 15 DETAILED LIST OF CONFERENCES AND EVENTS, 2023–2024

5.14 KEY STAKEHOLDERS AND BUYING CRITERIA

5.14.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 44 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

5.14.2 BUYING CRITERIA

FIGURE 45 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

TABLE 17 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

5.15 TECHNOLOGY ANALYSIS

5.15.1 KEY TECHNOLOGY

5.15.1.1 Artificial Intelligence and Machine Learning (AI and ML)

5.15.1.2 Biometric Authentication

5.15.1.3 Containerization and Microservices

5.15.1.4 Quantum Computing

5.15.1.5 User and Entity Behavior Analytics (UEBA)

5.15.1.6 Network Segmentation Technologies

5.15.1.7 Blockchain

5.15.2 ADJACENT TECHNOLOGY

5.15.2.1 IoT

5.15.2.2 5G

5.15.2.3 Cloud Computing

5.15.2.4 Edge Computing

5.15.2.5 Remote Work Technologies

5.16 BUSINESS MODEL ANALYSIS

5.16.1 SUBSCRIPTION-BASED SERVICES

5.16.2 FREEMIUM MODELS

5.16.3 MANAGED SECURITY SERVICES

5.16.4 PLATFORM AS A SERVICE (PAAS)

5.16.5 ON-PREMISES LICENSING

5.16.6 USAGE-BASED MODELS

5.16.7 HYBRID CLOUD MODELS

6 SECURITY AUTOMATION MARKET, BY OFFERING

6.1 INTRODUCTION

6.1.1 OFFERING: SECURITY AUTOMATION MARKET DRIVERS

FIGURE 46 SECURITY AUTOMATION SERVICES TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 18 SECURITY AUTOMATION MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 19 SECURITY AUTOMATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 SOLUTIONS

FIGURE 47 XDR SOLUTIONS TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 20 SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 21 SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

6.2.1 SOAR

FIGURE 48 THREAT INTELLIGENCE AUTOMATION TO GROW AT HIGHEST CAGR AMONG SOAR SOLUTIONS DURING FORECAST PERIOD

TABLE 22 SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 23 SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 24 SOAR SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 25 SOAR SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.1.1 Incident Response Automation

6.2.1.1.1 Growth evidenced by increasing number of technology providers specializing in this domain

TABLE 26 INCIDENT RESPONSE AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 27 INCIDENT RESPONSE AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.1.2 Case Management Automation

6.2.1.2.1 Solutions offered by vendors to cater to various industries, across organization sizes

TABLE 28 CASE MANAGEMENT AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 29 CASE MANAGEMENT AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.1.3 Threat Intelligence Automation

6.2.1.3.1 Demand for proactive approach to identifying potential threats, vulnerabilities, and emerging attack trends

TABLE 30 THREAT INTELLIGENCE AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 31 THREAT INTELLIGENCE AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.1.4 Other SOAR solutions

TABLE 32 OTHER SOAR SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 33 OTHER SOAR SOLUTIONS MARKET, BY REGION, 2023–2028 (USD

MILLION)

6.2.2 SIEM

FIGURE 49 REAL-TIME ALERTING AUTOMATION TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 34 SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 35 SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 36 SIEM SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 37 SIEM SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.2.1 Log Collection Automation

6.2.2.1.1 Unified approach to data aggregation, ensuring consistent monitoring across entire digital landscape

TABLE 38 LOG COLLECTION AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 39 LOG COLLECTION AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.2.2 Real-time Alerting Automation

6.2.2.2.1 Security teams allowed to focus on strategic decision-making and incident management

TABLE 40 REAL-TIME ALERTING AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 41 REAL-TIME ALERTING AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.2.3 Incident Prioritization Automation

6.2.2.3.1 Convergence of cybersecurity and pioneering technologies

TABLE 42 INCIDENT PRIORITIZATION AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 43 INCIDENT PRIORITIZATION AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.2.4 Automated Incident Escalation

6.2.2.4.1 Integration of AI & ML to empower continuous learning and adapting to new threat patterns

TABLE 44 AUTOMATED INCIDENT ESCALATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 45 AUTOMATED INCIDENT ESCALATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3 XDR

FIGURE 50 AUTOMATED THREAT HUNTING SOLUTIONS TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 46 XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 47 XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 48 XDR SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 49 XDR SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3.1 Real-time Response Automation

6.2.3.1.1 Demand for flexibility to adapt to changing environments and diverse threat scenarios

TABLE 50 REAL-TIME RESPONSE AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 51 REAL-TIME RESPONSE AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3.2 Automated Threat Hunting

6.2.3.2.1 Automated threat hunting to rapidly evolve to address challenges posed by modern cyber threat landscape

TABLE 52 AUTOMATED THREAT HUNTING MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 53 AUTOMATED THREAT HUNTING MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3.3 Automated Compliance Reporting

6.2.3.3.1 Advantages of comprehensive reports showcasing security posture, incident response capabilities, and proactive risk management strategies

TABLE 54 AUTOMATED COMPLIANCE REPORTING MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 55 AUTOMATED COMPLIANCE REPORTING MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3.4 Other XDR solutions

TABLE 56 OTHER XDR SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 57 OTHER XDR SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3 SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE

FIGURE 51 CLOUD DEPLOYMENT OF SECURITY AUTOMATION SOLUTIONS TO GROW AT HIGHER CAGR THAN ON-PREMISE SOLUTIONS

TABLE 58 SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 59 SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

6.3.1 CLOUD

6.3.1.1 Cloud solutions provide scalability, allowing organizations to easily expand or contract resources based on demand

TABLE 60 CLOUD-BASED SECURITY AUTOMATION SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 61 CLOUD-BASED SECURITY AUTOMATION SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3.2 ON-PREMISES

6.3.2.1 On-premises solutions provide advantage of direct control over security configurations and data-handling practices

TABLE 62 ON-PREMISE SECURITY AUTOMATION SOLUTIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 63 ON-PREMISE SECURITY AUTOMATION SOLUTIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4 SERVICES

FIGURE 52 MANAGED SERVICES TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 64 SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 65 SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

6.4.1 PROFESSIONAL SERVICES

FIGURE 53 TRAINING & CONSULTING SERVICES TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 66 SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 67 SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 68 SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 69 SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.1.1 Training & Consulting

6.4.1.1.1 Training and consulting services to empower organizations to harness full potential of automation technologies

TABLE 70 SECURITY AUTOMATION TRAINING & CONSULTING SERVICES MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 71 SECURITY AUTOMATION TRAINING & CONSULTING SERVICES, BY REGION, 2023–2028 (USD MILLION)

6.4.1.2 System Integration & Implementation

6.4.1.2.1 Seamless integration of security automation solutions into organizations' IT environment

TABLE 72 SECURITY AUTOMATION SYSTEM INTEGRATION & IMPLEMENTATION SERVICES MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 73 SECURITY AUTOMATION SYSTEM INTEGRATION & IMPLEMENTATION SERVICES MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.1.3 Support & Maintenance

6.4.1.3.1 Need for businesses to stay ahead of cyber adversaries and maintain robust cybersecurity posture

TABLE 74 SECURITY AUTOMATION SUPPORT & MAINTENANCE SERVICES MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 75 SECURITY AUTOMATION SUPPORT & MAINTENANCE SERVICES MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.2 MANAGED SERVICES

TABLE 76 SECURITY AUTOMATION MANAGED SERVICES MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 77 SECURITY AUTOMATION MANAGED SERVICES MARKET, BY REGION, 2023–2028 (USD MILLION)

7 SECURITY AUTOMATION MARKET, BY TECHNOLOGY

7.1 INTRODUCTION

7.1.1 TECHNOLOGY: SECURITY AUTOMATION MARKET DRIVERS

FIGURE 54 PREDICTIVE ANALYTICS TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 78 SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 79 SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

7.2 AI & ML

7.2.1 GROWTH OF SECURITY AUTOMATION MARKET INTRICATELY TIED TO ADVANCEMENTS IN AI & ML TECHNOLOGIES

TABLE 80 AI & ML IN SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 81 AI & ML IN SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 PREDICTIVE ANALYTICS

7.3.1 PREDICTIVE ANALYTICS TO BE FORCE MULTIPLIER, ENHANCING EFFECTIVENESS OF SECURITY AUTOMATION SOLUTIONS

TABLE 82 PREDICTIVE ANALYTICS IN SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 83 PREDICTIVE ANALYTICS IN SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4 RPA

7.4.1 RPA TO EMPOWER SECURITY PROFESSIONALS TO FOCUS ON STRATEGIC INITIATIVES AND TACKLE COMPLEX CHALLENGES

TABLE 84 RPA IN SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 85 RPA IN SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

7.5 USER BEHAVIOR & ENTITY BEHAVIOR ANALYTICS (UEBA)

7.5.1 UEBA TO HELP ORGANIZATIONS SIGNIFICANTLY REDUCE RESPONSE TIMES AND ENHANCE OVERALL CYBERSECURITY

TABLE 86 UEBA IN SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 87 UEBA IN SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

7.6 OTHER TECHNOLOGIES

TABLE 88 OTHER TECHNOLOGIES IN SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 89 OTHER TECHNOLOGIES IN SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD MILLION)

8 SECURITY AUTOMATION MARKET, BY APPLICATION

8.1 INTRODUCTION

8.1.1 APPLICATION: SECURITY AUTOMATION MARKET DRIVERS

FIGURE 55 IDENTITY & ACCESS MANAGEMENT APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 90 SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 91 SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

8.2 NETWORK SECURITY

FIGURE 56 NETWORK ACCESS CONTROL APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 92 NETWORK SECURITY APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 93 NETWORK SECURITY APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 94 NETWORK SECURITY APPLICATIONS MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 95 NETWORK SECURITY APPLICATIONS MARKET, BY REGION, 2023–2028
(USD MILLION)

8.2.1 INTRUSION DETECTION & PREVENTION SYSTEMS (IDPS)

8.2.1.1 IDPS to provide necessary monitoring and response mechanisms to meet industry standards

8.2.2 FIREWALL MANAGEMENT

8.2.2.1 Automation in firewall management aligned with rapid pace of modern cyber threats

8.2.3 NETWORK ACCESS CONTROL

8.2.3.1 Need to maintain regulatory compliance

8.2.4 NETWORK TRAFFIC ANALYSIS

8.2.4.1 Advanced and automated approach to threat detection within network environments

8.2.5 OTHER NETWORK SECURITY APPLICATIONS

8.3 ENDPOINT SECURITY

FIGURE 57 MALWARE DETECTION & REMOVAL APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 96 ENDPOINT SECURITY APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 97 ENDPOINT SECURITY APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 98 ENDPOINT SECURITY APPLICATIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 99 ENDPOINT SECURITY APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.3.1 THREAT DETECTION & PREVENTION

8.3.1.1 Strategic advantage against relentless cyber threats

8.3.2 MALWARE DETECTION & REMOVAL

8.3.2.1 Demand to bridge gap between rapid evolution of threats and capabilities of human-operated security systems

8.3.3 CONFIGURATION MANAGEMENT

8.3.3.1 Need to reduce risk of non-compliance penalties and data breaches resulting from misconfigurations

8.3.4 PHISHING & EMAIL PROTECTION

8.3.4.1 Facility of automated incident response workflows to be triggered to investigate and mitigate potential threats

8.3.5 OTHER ENDPOINT SECURITY APPLICATIONS

8.4 INCIDENT RESPONSE MANAGEMENT

FIGURE 58 INCIDENT CATEGORIZATION & PRIORITIZATION APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 100 INCIDENT RESPONSE MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 101 INCIDENT RESPONSE MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 102 INCIDENT RESPONSE MANAGEMENT APPLICATIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 103 INCIDENT RESPONSE MANAGEMENT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.4.1 INCIDENT CATEGORIZATION & PRIORITIZATION

8.4.1.1 Need to contribute to improved decision-making within security operations

8.4.2 EVIDENCE GATHERING

8.4.2.1 Automation solutions to help sift through vast amounts of data, identifying pertinent evidence while minimizing false positives

8.4.3 WORKFLOW ORCHESTRATION

8.4.3.1 Demand for higher consistency and accuracy in security operations

8.4.4 INCIDENT TRIAGE & ESCALATION

8.4.4.1 Automation to enable swift escalation of incidents to relevant teams or individuals for further investigation and response

8.4.5 OTHER INCIDENT RESPONSE MANAGEMENT APPLICATIONS

8.5 VULNERABILITY MANAGEMENT

FIGURE 59 PRIORITIZATION APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 104 VULNERABILITY MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 105 VULNERABILITY MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 106 VULNERABILITY MANAGEMENT APPLICATIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 107 VULNERABILITY MANAGEMENT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.5.1 VULNERABILITY SCANNING & ASSESSMENT

8.5.1.1 Need for seamless integration into DevSecOps pipeline, identifying vulnerabilities throughout software development lifecycle

8.5.2 PRIORITIZATION

8.5.2.1 Prioritization to aid in meeting regulatory compliance requirements by ensuring prompt addressing of most serious threats

8.5.3 VULNERABILITY REMEDIATION & TICKETING

8.5.3.1 Vulnerability remediation to significantly reduce organizations' exposure to potential breaches, minimizing impact of cyber threats

8.5.4 PATCH MANAGEMENT & REMEDIATION

8.5.4.1 Patch management & remediation: An indispensable component of robust cybersecurity strategy

8.5.5 OTHER VULNERABILITY MANAGEMENT APPLICATIONS

8.6 IDENTITY & ACCESS MANAGEMENT (IAM)

FIGURE 60 SINGLE SIGN-ON APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 108 IDENTITY & ACCESS MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 109 IDENTITY & ACCESS MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 110 IDENTITY & ACCESS MANAGEMENT APPLICATIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 111 IDENTITY & ACCESS MANAGEMENT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.6.1 USER PROVISIONING & DEPROVISIONING

8.6.1.1 Organizations' need to stay compliant by providing auditable trail of access changes

8.6.2 MULTI-FACTOR AUTHENTICATION (MFA)

8.6.2.1 Need to strengthen organizations' defenses against various threats, including phishing attacks and credential theft

8.6.3 SINGLE SIGN-ON (SSO)

8.6.3.1 SSO to minimize potential attack surface and reduce likelihood of password-related security incidents

8.6.4 ACCESS POLICY ENFORCEMENT

8.6.4.1 Access policy enforcement to address escalating challenge of managing access rights in complex and dynamic IT environments

8.6.5 OTHER IDENTITY & ACCESS MANAGEMENT APPLICATIONS

8.7 COMPLIANCE & POLICY MANAGEMENT

FIGURE 61 POLICY ENFORCEMENT AUTOMATION APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 112 COMPLIANCE & POLICY MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 113 COMPLIANCE & POLICY MANAGEMENT APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 114 COMPLIANCE & POLICY MANAGEMENT APPLICATIONS MARKET, BY

REGION, 2017–2022 (USD MILLION)

TABLE 115 COMPLIANCE & POLICY MANAGEMENT APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.7.1 AUTOMATED COMPLIANCE AUDITING

8.7.1.1 Automated auditing to help organizations proactively identify and rectify compliance gaps before serious repercussions

8.7.2 POLICY ENFORCEMENT AUTOMATION

8.7.2.1 Policy enforcement automation to gain traction due to its ability to enhance both efficiency and effectiveness

8.7.3 REGULATORY COMPLIANCE REPORTING

8.7.3.1 Proactive monitoring and alerting to help organizations identify potential compliance breaches early on and take corrective actions

8.7.4 AUDIT TRAIL GENERATION

8.7.4.1 Automation to generate audit trails, ensuring accuracy, consistency, and timely reporting

8.7.5 OTHER COMPLIANCE & POLICY MANAGEMENT APPLICATIONS

8.8 DATA PROTECTION & ENCRYPTION

FIGURE 62 FILE & DATABASE ENCRYPTION APPLICATION TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

TABLE 116 DATA PROTECTION & ENCRYPTION APPLICATIONS MARKET, BY SUBAPPLICATION, 2017–2022 (USD MILLION)

TABLE 117 DATA PROTECTION & ENCRYPTION APPLICATIONS MARKET, BY SUBAPPLICATION, 2023–2028 (USD MILLION)

TABLE 118 DATA PROTECTION & ENCRYPTION APPLICATIONS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 119 DATA PROTECTION & ENCRYPTION APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.8.1 ENCRYPTION KEY MANAGEMENT

8.8.1.1 Integration into broader security automation strategies to enhance data protection, reduce operational overhead, and ensure regulatory compliance

8.8.2 FILE & DATABASE ENCRYPTION

8.8.2.1 File and database encryption to enhance data security while maintaining operational efficiency

8.8.3 DATA LOSS PREVENTION

8.8.3.1 DLP solutions to aid in identify patterns, anomalies, and potential risks across these data flows in real time

8.8.4 OTHER DATA PROTECTION & ENCRYPTION APPLICATIONS

8.9 OTHER APPLICATIONS

TABLE 120 OTHER APPLICATIONS MARKET, BY REGION, 2017–2022 (USD

MILLION)

TABLE 121 OTHER APPLICATIONS MARKET, BY REGION, 2023–2028 (USD MILLION)

8.9.1 CYBER THREAT INTELLIGENCE

8.9.1.1 Security automation to enable real-time threat hunting and incident response

8.9.2 THREAT FEED INTEGRATION

8.9.2.1 Threat feed integration to align with shift from reactive to proactive cybersecurity practices

8.9.3 EVENT-TRIGGERED AUTOMATION

8.9.3.1 Event-triggered automation to minimize impact of cyber incidents with optimizing resource allocation

9 SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE

9.1 INTRODUCTION

9.1.1 CODE TYPE: SECURITY AUTOMATION SOFTWARE MARKET DRIVERS
FIGURE 63 LOW-CODE SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 122 SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 123 SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

9.2 LOW-CODE

9.2.1 LOW-CODE PLATFORMS PROVIDE ORGANIZATIONS WITH AGILITY NEEDED TO COUNTER EVER-EVOLVING LANDSCAPE OF CYBER THREATS

TABLE 124 LOW-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 125 LOW-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 NO-CODE

9.3.1 NO-CODE SOFTWARE OFFERS DEMOCRATIZED APPROACH TO BUILDING AND IMPLEMENTING SECURITY AUTOMATION SOLUTIONS

TABLE 126 NO-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 127 NO-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 FULL-CODE

9.4.1 ABILITY TO MINIMIZE HUMAN ERROR, ACCELERATE DEVELOPMENT CYCLES, AND ENHANCE SECURITY MEASURES

TABLE 128 FULL-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 129 FULL-CODE SECURITY AUTOMATION SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

10 SECURITY AUTOMATION MARKET, BY VERTICAL

10.1 INTRODUCTION

10.1.1 VERTICAL: SECURITY AUTOMATION MARKET DRIVERS

FIGURE 64 HEALTHCARE & LIFE SCIENCES VERTICAL TO WITNESS HIGHEST GROWTH RATE DURING FORECAST PERIOD

10.1.2 MAJOR USE CASES, BY VERTICAL

TABLE 130 SECURITY AUTOMATION MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 131 SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

TABLE 132 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 133 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL MARKET, BY REGION, 2023–2028 (USD MILLION)

10.3 MEDIA & ENTERTAINMENT

TABLE 134 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 135 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY REGION, 2023–2028 (USD MILLION)

10.4 MANUFACTURING

TABLE 136 MANUFACTURING VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 137 MANUFACTURING VERTICAL MARKET, BY REGION, 2023–2028 (USD MILLION)

10.5 GOVERNMENT & DEFENSE

TABLE 138 GOVERNMENT & DEFENSE VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 139 GOVERNMENT & DEFENSE VERTICAL MARKET, BY REGION, 2023–2028 (USD MILLION)

10.6 ENERGY & UTILITIES

TABLE 140 ENERGY & UTILITIES VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 141 ENERGY & UTILITIES VERTICAL MARKET, BY REGION, 2023–2028
(USD MILLION)

10.7 RETAIL & ECOMMERCE

TABLE 142 RETAIL & ECOMMERCE VERTICAL MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 143 RETAIL & ECOMMERCE VERTICAL MARKET, BY REGION, 2023–2028
(USD MILLION)

10.8 HEALTHCARE & LIFE SCIENCES

TABLE 144 HEALTHCARE & LIFE SCIENCES VERTICAL MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 145 HEALTHCARE & LIFE SCIENCES VERTICAL MARKET, BY REGION,
2023–2028 (USD MILLION)

10.9 IT & ITES

TABLE 146 IT & ITES VERTICAL MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 147 IT & ITES VERTICAL MARKET, BY REGION, 2023–2028 (USD MILLION)

10.10 OTHER VERTICALS

TABLE 148 OTHER VERTICALS MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 149 OTHER VERTICALS MARKET, BY REGION, 2023–2028 (USD MILLION)

11 SECURITY AUTOMATION MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 65 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST
PERIOD

FIGURE 66 INDIA TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 150 SECURITY AUTOMATION MARKET, BY REGION, 2017–2022 (USD
MILLION)

TABLE 151 SECURITY AUTOMATION MARKET, BY REGION, 2023–2028 (USD
MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: SECURITY AUTOMATION MARKET DRIVERS

11.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 67 NORTH AMERICA: MARKET SNAPSHOT

TABLE 152 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY OFFERING,
2017–2022 (USD MILLION)

TABLE 153 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY OFFERING,
2023–2028 (USD MILLION)

TABLE 154 NORTH AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY
TYPE, 2017–2022 (USD MILLION)

TABLE 155 NORTH AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 156 NORTH AMERICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 157 NORTH AMERICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 158 NORTH AMERICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 159 NORTH AMERICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 160 NORTH AMERICA: SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 161 NORTH AMERICA: SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 162 NORTH AMERICA: SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 163 NORTH AMERICA: SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 164 NORTH AMERICA: XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 165 NORTH AMERICA: XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 166 NORTH AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 167 NORTH AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

TABLE 168 NORTH AMERICA: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 169 NORTH AMERICA: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

TABLE 170 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 171 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 172 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 173 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 174 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY VERTICAL,

2017–2022 (USD MILLION)

TABLE 175 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 176 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 177 NORTH AMERICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.2.3 US

11.2.3.1 Advanced technologies to increase security risks and threats to be addressed

11.2.4 CANADA

11.2.4.1 Private sector participation to play crucial role in advancement of security automation technology

11.3 EUROPE

11.3.1 EUROPE: SECURITY AUTOMATION MARKET DRIVERS

11.3.2 EUROPE: RECESSION IMPACT

TABLE 178 EUROPE: SECURITY AUTOMATION MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 179 EUROPE: SECURITY AUTOMATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 180 EUROPE: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 181 EUROPE: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 182 EUROPE: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 183 EUROPE: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 184 EUROPE: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 185 EUROPE: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 186 EUROPE: SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 187 EUROPE: SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 188 EUROPE: SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 189 EUROPE: SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD

MILLION)

TABLE 190 EUROPE: XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 191 EUROPE: XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 192 EUROPE: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 193 EUROPE: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

TABLE 194 EUROPE: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 195 EUROPE: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

TABLE 196 EUROPE: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 197 EUROPE: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 198 EUROPE: SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 199 EUROPE: SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 200 EUROPE: SECURITY AUTOMATION MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 201 EUROPE: SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 202 EUROPE: SECURITY AUTOMATION MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 203 EUROPE: SECURITY AUTOMATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.3.3 UK

11.3.3.1 Demand to strengthen cybersecurity posture by embracing automation and advanced technologies

11.3.4 GERMANY

11.3.4.1 German government emphasized regulatory frameworks and standards to encourage adoption of security automation technology

11.3.5 FRANCE

11.3.5.1 France leverages AI & ML to strengthen its cybersecurity defenses

11.3.6 SPAIN

11.3.6.1 Spanish organizations look to improve security posture and reduce risk of

cyberattacks

11.3.7 ITALY

11.3.7.1 National cybersecurity strategy includes plans pertaining to R&D

11.3.8 REST OF EUROPE

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: SECURITY AUTOMATION MARKET DRIVERS

11.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 68 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 204 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 205 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 206 ASIA PACIFIC: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 207 ASIA PACIFIC: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 208 ASIA PACIFIC: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 209 ASIA PACIFIC: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 210 ASIA PACIFIC: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 211 ASIA PACIFIC: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 212 ASIA PACIFIC: SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 213 ASIA PACIFIC: SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 214 ASIA PACIFIC: SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 215 ASIA PACIFIC: SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 216 ASIA PACIFIC: XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 217 ASIA PACIFIC: XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 218 ASIA PACIFIC: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 219 ASIA PACIFIC: SECURITY AUTOMATION SOLUTIONS MARKET, BY

DEPLOYMENT MODE, 2023–2028 (USD MILLION)

TABLE 220 ASIA PACIFIC: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 221 ASIA PACIFIC: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

TABLE 222 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 223 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 224 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 225 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 226 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 227 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 228 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY COUNTRY/REGION, 2017–2022 (USD MILLION)

TABLE 229 ASIA PACIFIC: SECURITY AUTOMATION MARKET, BY COUNTRY/REGION, 2023–2028 (USD MILLION)

11.4.3 CHINA

11.4.3.1 China emerged proactive in leveraging AI and automation to bolster its cybersecurity capabilities

11.4.4 JAPAN

11.4.4.1 Integrating automation into its cybersecurity framework highlighted Japan's commitment to addressing evolving cyber threats

11.4.5 INDIA

11.4.5.1 India focuses on collaborations, innovation hubs, policy initiatives, and talent development

11.4.6 SOUTH KOREA

11.4.6.1 Significant strides in AI research, development, and deployment and focus of companies on developing AI devices

11.4.7 AUSTRALIA & NEW ZEALAND

11.4.7.1 Australia & New Zealand actively embrace security automation as cornerstone of their cybersecurity strategies

11.4.8 ASEAN COUNTRIES

11.4.8.1 ASEAN countries' notable surge in adoption of security automation reflects region's commitment to enhancing cybersecurity and safeguarding digital assets

11.4.9 REST OF ASIA PACIFIC

11.5 MIDDLE EAST & AFRICA

11.5.1 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET DRIVERS

11.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 230 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 231 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 232 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 233 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 234 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 235 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 236 MIDDLE EAST & AFRICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 237 MIDDLE EAST & AFRICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 238 MIDDLE EAST & AFRICA: SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 239 MIDDLE EAST & AFRICA: SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 240 MIDDLE EAST & AFRICA: SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 241 MIDDLE EAST & AFRICA: SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 242 MIDDLE EAST & AFRICA: XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 243 MIDDLE EAST & AFRICA: XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 244 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 245 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

TABLE 246 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 247 MIDDLE EAST & AFRICA: SECURITY AUTOMATION SOFTWARE

MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

TABLE 248 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 249 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 250 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 251 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 252 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 253 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 254 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 255 MIDDLE EAST & AFRICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.5.3 UAE

11.5.3.1 Strategic deployment of AI and advanced technologies across various sectors

11.5.4 SAUDI ARABIA

11.5.4.1 Government's strong commitment toward advancing security automation initiatives

11.5.5 SOUTH AFRICA

11.5.5.1 Investment in advanced security automation solutions by several South African organizations to bolster incident response capabilities

11.5.6 ISRAEL

11.5.6.1 Surge in startups specializing in AI-driven threat detection, autonomous incident response, and predictive analytics

11.5.7 REST OF MIDDLE EAST & AFRICA

11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: SECURITY AUTOMATION MARKET DRIVERS

11.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 256 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 257 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 258 LATIN AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 259 LATIN AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 260 LATIN AMERICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 261 LATIN AMERICA: SECURITY AUTOMATION SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 262 LATIN AMERICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 263 LATIN AMERICA: SECURITY AUTOMATION PROFESSIONAL SERVICES MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 264 LATIN AMERICA: SOAR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 265 LATIN AMERICA: SOAR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 266 LATIN AMERICA: SIEM SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 267 LATIN AMERICA: SIEM SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 268 LATIN AMERICA: XDR SOLUTIONS MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 269 LATIN AMERICA: XDR SOLUTIONS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 270 LATIN AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 271 LATIN AMERICA: SECURITY AUTOMATION SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

TABLE 272 LATIN AMERICA: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2017–2022 (USD MILLION)

TABLE 273 LATIN AMERICA: SECURITY AUTOMATION SOFTWARE MARKET, BY CODE TYPE, 2023–2028 (USD MILLION)

TABLE 274 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2017–2022 (USD MILLION)

TABLE 275 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 276 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2017–2022 (USD MILLION)

TABLE 277 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 278 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY VERTICAL,

2017–2022 (USD MILLION)

TABLE 279 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 280 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 281 LATIN AMERICA: SECURITY AUTOMATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.6.3 BRAZIL

11.6.3.1 Proactive approach to adopting security automation technology

11.6.4 MEXICO

11.6.4.1 Investment in initiatives to foster R&D in AI-driven cybersecurity technologies

11.6.5 ARGENTINA

11.6.5.1 Argentina to witness high growth as organizations seek to improve threat detection, incident response, and overall security management

11.6.6 REST OF LATIN AMERICA

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 282 OVERVIEW OF STRATEGIES ADOPTED BY KEY SECURITY AUTOMATION VENDORS

12.3 REVENUE ANALYSIS

12.3.1 BUSINESS SEGMENT REVENUE ANALYSIS

FIGURE 69 BUSINESS SEGMENT REVENUE ANALYSIS, 2020–2022 (USD BILLION)

12.4 MARKET SHARE ANALYSIS

FIGURE 70 MARKET SHARE ANALYSIS FOR KEY COMPANIES, 2022

TABLE 283 SECURITY AUTOMATION MARKET: DEGREE OF COMPETITION

12.5 COMPANY EVALUATION MATRIX

12.5.1 STARS

12.5.2 EMERGING LEADERS

12.5.3 PERVASIVE PLAYERS

12.5.4 PARTICIPANTS

FIGURE 71 COMPANY EVALUATION MATRIX (KEY PLAYERS), 2022

12.5.5 COMPANY PRODUCT FOOTPRINT

TABLE 284 OVERALL PRODUCT FOOTPRINT ANALYSIS (KEY PLAYERS), 2022

TABLE 285 OVERALL PRODUCT FOOTPRINT ANALYSIS (OTHER KEY PLAYERS), 2022

12.6 STARTUP/SME EVALUATION MATRIX

12.6.1 PROGRESSIVE COMPANIES

12.6.2 RESPONSIVE COMPANIES

12.6.3 DYNAMIC COMPANIES

12.6.4 STARTING BLOCKS

FIGURE 72 COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2022

12.6.5 STARTUP/SME COMPETITIVE BENCHMARKING

TABLE 286 DETAILED LIST OF KEY STARTUPS/SMES

TABLE 287 PRODUCT FOOTPRINT ANALYSIS OF STARTUPS/SMES, 2022

12.7 BRAND/PRODUCT COMPARATIVE ANALYSIS IN SECURITY AUTOMATION MARKET

12.7.1 COMPARATIVE ANALYSIS OF SECURITY AUTOMATION PRODUCTS

TABLE 288 COMPARATIVE ANALYSIS OF TRENDING SECURITY AUTOMATION PRODUCTS

TABLE 289 COMPARATIVE ANALYSIS OF OTHER SECURITY AUTOMATION PRODUCTS

12.8 VALUATION AND FINANCIAL METRICS OF KEY SECURITY AUTOMATION VENDORS

FIGURE 73 FINANCIAL METRICS OF KEY SECURITY AUTOMATION VENDORS

FIGURE 74 YTD PRICE TOTAL RETURN AND STOCK BETA OF KEY SECURITY AUTOMATION VENDORS

12.9 COMPETITIVE SCENARIO AND TRENDS

12.9.1 PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 290 NEW PRODUCT LAUNCHES AND ENHANCEMENTS, 2022–2023

12.9.2 DEALS

TABLE 291 DEALS, 2021–2023

13 COMPANY PROFILES

13.1 INTRODUCTION

13.2 KEY PLAYERS

(Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Right to win, Strategic choices, and Weaknesses and competitive threats)*

13.2.1 PALO ALTO NETWORKS

TABLE 292 PALO ALTO NETWORKS: BUSINESS OVERVIEW

FIGURE 75 PALO ALTO NETWORKS: COMPANY SNAPSHOT

TABLE 293 PALO ALTO NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 294 PALO ALTO NETWORKS: PRODUCT LAUNCHES AND

ENHANCEMENTS**TABLE 295 PALO ALTO NETWORKS: DEALS****13.2.2 SPLUNK****TABLE 296 SPLUNK: BUSINESS OVERVIEW****FIGURE 76 SPLUNK: COMPANY SNAPSHOT****TABLE 297 SPLUNK: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 298 SPLUNK: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 299 SPLUNK: DEALS****13.2.3 CYBERARK****TABLE 300 CYBERARK: BUSINESS OVERVIEW****FIGURE 77 CYBERARK: COMPANY SNAPSHOT****TABLE 301 CYBERARK: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 302 CYBERARK: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 303 CYBERARK: DEALS****13.2.4 CHECK POINT****TABLE 304 CHECK POINT: BUSINESS OVERVIEW****FIGURE 78 CHECK POINT: COMPANY SNAPSHOT****TABLE 305 CHECK POINT: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 306 CHECK POINT: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 307 CHECK POINT: DEALS****13.2.5 CROWDSTRIKE****TABLE 308 CROWDSTRIKE: BUSINESS OVERVIEW****FIGURE 79 CROWDSTRIKE: COMPANY SNAPSHOT****TABLE 309 CROWDSTRIKE: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 310 CROWDSTRIKE: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 311 CROWDSTRIKE: DEALS****13.2.6 RED HAT****TABLE 312 RED HAT: BUSINESS OVERVIEW****TABLE 313 RED HAT: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 314 RED HAT: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 315 RED HAT: DEALS****13.2.7 CISCO****TABLE 316 CISCO: BUSINESS OVERVIEW****FIGURE 80 CISCO: COMPANY SNAPSHOT****TABLE 317 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 318 CISCO: PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 319 CISCO: DEALS****13.2.8 CARBON BLACK****TABLE 320 CARBON BLACK: BUSINESS OVERVIEW**

TABLE 321 CARBON BLACK: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 322 CARBON BLACK: PRODUCT LAUNCHES AND ENHANCEMENTS

13.2.9 TRELLIX

TABLE 323 TRELLIX: BUSINESS OVERVIEW

TABLE 324 TRELLIX: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 325 TRELLIX: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 326 TRELLIX: DEALS

13.2.10 IBM

TABLE 327 IBM: BUSINESS OVERVIEW

FIGURE 81 IBM: COMPANY SNAPSHOT

TABLE 328 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 329 IBM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 330 IBM: DEALS

13.2.11 SECUREWORKS

TABLE 331 SECUREWORKS: BUSINESS OVERVIEW

FIGURE 82 SECUREWORKS: COMPANY SNAPSHOT

TABLE 332 SECUREWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 333 SECUREWORKS: PRODUCT LAUNCHES AND ENHANCEMENTS

13.2.12 TENABLE

TABLE 334 TENABLE: BUSINESS OVERVIEW

FIGURE 83 TENABLE: COMPANY SNAPSHOT

TABLE 335 TENABLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 336 TENABLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 337 TENABLE: DEALS

13.3 OTHER KEY PLAYERS

13.3.1 MICROSOFT

13.3.2 SWIMLANE

13.3.3 TUFIN

13.3.4 SUMO LOGIC

13.3.5 GOOGLE

13.3.6 LOGRHYTHM

13.3.7 EXABEAM

13.3.8 MANAGEENGINE

13.3.9 FORTINET

13.3.10 DEVO TECHNOLOGY

13.3.11 D3 SECURITY

13.3.12 LOGSIGN

13.4 STARTUP/SME PROFILES

13.4.1 VULCAN CYBER

13.4.2 CYWARE

13.4.3 CYBERBIT

13.4.4 SIRP

13.4.5 TINES

13.4.6 VERITI

13.4.7 VANTA

13.4.8 DRATA

13.4.9 ANVILOGIC

13.4.10 TORQ

*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.

14 ADJACENT AND RELATED MARKETS

14.1 INTRODUCTION

14.2 SECURITY ORCHESTRATION, AUTOMATION, AND RESPONSE (SOAR) MARKET - GLOBAL FORECAST TO 2027

14.2.1 MARKET DEFINITION

14.2.2 MARKET OVERVIEW

14.2.2.1 SOAR market, by offering

TABLE 338 SOAR MARKET, BY COMPONENT, 2018–2021 (USD MILLION)

TABLE 339 SOAR MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

14.2.2.2 SOAR market, by application

TABLE 340 SOAR MARKET, BY DATA SOURCE, 2018–2021 (USD MILLION)

TABLE 341 SOAR MARKET, BY DATA SOURCE, 2022–2027 (USD MILLION)

14.2.2.3 SOAR market, by organization size

TABLE 342 SOAR MARKET, BY ORGANIZATION SIZE, 2018–2021 (USD MILLION)

TABLE 343 SOAR MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

14.2.2.4 SOAR market, by vertical

TABLE 344 SOAR MARKET, BY VERTICAL, 2018–2021 (USD MILLION)

TABLE 345 SOAR MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

14.2.2.5 SOAR market, by region

TABLE 346 SOAR MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 347 SOAR MARKET, BY REGION, 2022–2027 (USD MILLION)

14.3 SECURITY ANALYTICS MARKET - GLOBAL FORECAST TO 2026

14.3.1 MARKET DEFINITION

14.3.2 MARKET OVERVIEW

14.3.2.1 Security analytics market, by application

TABLE 348 SECURITY ANALYTICS MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 349 SECURITY ANALYTICS MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

14.3.2.2 Security analytics market, by component

TABLE 350 SECURITY ANALYTICS MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 351 SECURITY ANALYTICS MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

14.3.2.3 Security analytics market, by deployment mode

TABLE 352 SECURITY ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2015–2020 (USD MILLION)

TABLE 353 SECURITY ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

14.3.2.4 Security analytics market, by organization size

TABLE 354 SECURITY ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2015–2020 (USD MILLION)

TABLE 355 SECURITY ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

14.3.2.5 Security analytics market, by industry vertical

TABLE 356 SECURITY ANALYTICS MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 357 SECURITY ANALYTICS MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

14.3.2.6 Security analytics market, by region

TABLE 358 SECURITY ANALYTICS MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 359 SECURITY ANALYTICS MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

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