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Security Posture Management (SPM) Market by Solution (CSPM, SSPM, ISPM, DSPM, ASPM), Service (Consulting, Managed (Compliance-as-a-Service)), Application (Misconfiguration & Vulnerability Management, Risk Visibility), Vertical (BFSI, Healthcare), Region - Global Forecast to 2030

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Abstracts

The global security posture management (SPM) market size is projected to grow from USD 26.64 billion in 2025 to USD 53.31 billion by 2030 at a Compound Annual Growth Rate (CAGR) of 14.9% during the forecast period. The SPM market is driven by the expansion of SaaS and API ecosystems, which have created a complex and dynamic digital environment requiring continuous monitoring and risk assessment. As organizations adopt multiple SaaS applications and rely heavily on APIs for integration and data exchange, the attack surface has expanded, making proactive security measures essential. At the same time, the increasing need for compliance with strict regulatory requirements is pushing enterprises to adopt advanced posture management tools. These solutions help maintain adherence to standards while reducing risks associated with misconfigurations, data exposure, and evolving cyber threats.

“By solution, the SaaS security posture management (SSPM) segment is expected to grow at the highest CAGR during the forecast period.”

SSPM solutions segment is emerging as the fastest-growing within the SPM market as enterprises increase their reliance on SaaS platforms for critical business operations. Today, organizations use dozens or even hundreds of SaaS applications, creating complex environments where security teams struggle to gain complete visibility and control. A key challenge lies in the rise of shadow IT; according to a 2024 report, 65% of

SaaS applications are being used without centralized IT oversight. This lack of governance exposes organizations to risks such as misconfigurations, unauthorized access, and compliance violations. SSPM solutions address these issues by continuously monitoring SaaS applications, detecting risky behaviors, and automating policy enforcement across diverse environments. As regulatory requirements tighten and SaaS ecosystems expand, enterprises adopt SSPM to strengthen resilience and ensure adherence to security standards. The demand for dedicated SaaS security reflects the growing awareness that traditional tools such as CSPM or IAM alone cannot safeguard the unique risks associated with SaaS environments. SSPM solutions, therefore, play a critical role in helping businesses balance agility with security, making them one of the most dynamic and essential segments in the SPM landscape.

“By application, the risk visibility & exposure management segment is expected to grow at the highest CAGR during the forecast period.”

The risk visibility and exposure management segment is witnessing the fastest growth in the SPM market as enterprises seek more profound insights into their security gaps and vulnerabilities across increasingly complex digital ecosystems. Organizations deal with hybrid infrastructures, multi-cloud environments, and SaaS applications that introduce a wide range of exposures, making real-time visibility a top priority for security leaders. According to a survey published in March 2025, nearly 78% of CISOs highlighted the lack of unified visibility across assets and identities as their most pressing security challenge. Risk visibility and exposure management solutions address this by providing contextual intelligence, mapping attack paths, and prioritizing remediation based on business impact rather than isolated alerts. They help security teams shift from reactive to proactive defense by continuously assessing risks and identifying potential exploitation scenarios before attackers can take advantage. The growing adoption of zero trust and risk-based frameworks is also accelerating demand, as these approaches require comprehensive visibility and continuous validation of controls. With the volume of cyberattacks increasing and misconfigurations remaining a leading cause of breaches, enterprises are turning to these solutions to enhance decision-making, reduce noise from fragmented tools, and ensure stronger resilience against evolving threats.

The US is expected to hold the largest market size in the North American region during the forecast period.

The US is expected to hold the largest share in the North American SPM market due to its mature digital ecosystem, high adoption of cloud technologies, and the increasing complexity of its cyber threat landscape. Organizations across industries such as banking, healthcare, government, and critical infrastructure invest heavily in advanced security tools to strengthen resilience and meet stringent compliance mandates. The healthcare sector continues to face significant challenges, with IBM's July 2024 Cost of a Data Breach Report identifying it as the industry with the highest average breach cost of 10.93 million dollars for the thirteenth consecutive year. This highlights the urgent demand for better visibility, risk assessment, and automated posture management solutions in the US market. The country also leads in regulatory enforcement, with frameworks such as HIPAA, CCPA, and sector-specific cybersecurity guidelines driving the adoption of risk-based posture management practices. In March 2025, a survey revealed that over half of security teams in US enterprises lack continuous visibility across their environments, creating gaps that attackers can exploit. These challenges, combined with rapid digital transformation, a highly regulated environment, and the scale of operations across large enterprises, position the US as the strongest contributor to regional growth.

Breakdown of primaries

The study contains insights from various industry experts, from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: Managerial and Other Levels– 60%, C-Level – 40%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 20%, Middle East & Africa – 20%, Latin America – 5%

Major vendors in the global SPM market include IBM (US), Microsoft (US), Check Point (Israel), Zscaler (US), Fortra (US), Optiv Security (US), Orca Security (US), Aqua Security (US), Sophos (UK), Palo Alto Networks (US), CrowdStrike (US), Netskope (US), Trend Micro (Japan), Cloudflare (US), Fortinet (US), Wipro (India), Qualys (US), Sysdig (US), Oracle (US), Wiz.io (US), Tenable (US), SentinelOne (US), Cyscale (UK), Valence Security (US), Push Security (UK), Lumos (US), Spin.AI (US), Permiso Security (US), FireMon (US), AppOmni (US), JupiterOne (US), Veza (US), Grip Security (Israel), Proofpoint (US), Strac.io (US), Cequence Security (US), BeyondTrust (US), Okta (US), AuthMind (US), Forcepoint (US), Thales (France), and Varonis (US).

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

Research Coverage

The report segments the SPM market and forecasts its size offering (solutions/platforms (CSPM, SSPM, ISPM, DSPM, ASPM) and services), organization size (large enterprises and SMEs), application (misconfiguration & vulnerability management, compliance & governance assurance, risk visibility & exposure management, incident preparedness & response enablement), and vertical (banking, financial services, and insurance, healthcare & life sciences, government, IT & ITeS, retail & e-commerce, telecommunications, energy & utilities, and other verticals (media & entertainment and education)).

The study also includes an in-depth competitive analysis of the market's key players, 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 market leaders and new entrants with information on the closest approximations of the revenue numbers for the overall SPM market and the subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of key drivers (Rising cloud and hybrid environment adoption, growing cyber threat landscape and misconfiguration risks, Increasing need for compliance with strict regulatory requirements, adoption of zero trust and risk-based frameworks, expansion of SaaS and API ecosystems), restraints (Complexity in integration with legacy systems, tool overload and alert fatigue, lack of skilled cybersecurity professionals), opportunities (Convergence of security platforms such as CNAPP, CSPM, DSPM, SSPM, integration of AI and ML, emergence of identity and data-centric SPM), and challenges (Lack of unified posture visibility across environments, rapid expansion of shadow IT and unauthorized SaaS use, and difficulty in prioritizing and remediating risks)

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

Market Development: Comprehensive information about lucrative markets – the report analyzes the SPM market across varied regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players in the SPM market, including Microsoft (US), Palo Alto Networks (US), Check Point (Israel), CrowdStrike (US), and Zscaler (US)

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