

# Endpoint Detection And Response - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Endpoint Detection And Response Market size is estimated at USD 4.09 billion in 2024, and is expected to reach USD 12.39 billion by 2029, growing at a CAGR of 24.80% during the forecast period (2024-2029).

The key drivers contributing to the increase in the adoption of data-intensive approaches and decisions with the growth include the increase in the number of cyber-attacks globally with the growing digitalization. Due to increasing data breaches worldwide, enterprises are increasingly adopting more decentralized and edge-based security techniques. This drives the demand for endpoint detection and response (EDR) solutions.

### Key Highlights

The growth is mainly due to an increase in exponential endpoint devices, a continuously increasing & sophisticated nature of endpoint attacks and breaches, and a proportionally increasing demand for high-security solutions to combat endpoint attacks. In addition, the growth of the security endpoint market is supported by factors such as the advent of innovative technologies like IoT, AI, ML, and Big Data, among others, and IT risk mitigation in an increasingly complex regulatory environment with fast-changing legal frameworks.

Enterprise mobility is an approach where employees can work from anywhere using various devices and applications. These devices can fit into the enterprise security infrastructure in various ways. There has been a double-digit growth in the number of endpoints, primarily owing to the rapidly increasing adoption of automation, which is a

result of Industry 4.0, machine-to-machine communication, and the emergence of smart cities.

The increasing adoption of BYOD trends in organizations has increased the influx of different laptops, desktops, and smartphones, which has created different endpoints vulnerable to attacks. Security measures on their own are not enough to stop them. The massive growth in the adoption of mobile devices worldwide is expected to create significant opportunities during the forecast period.

Customers require a multi-layered approach to endpoint detection and response, incorporating tools that combine superior performance with low cost and centralized management. It also helps deliver threat protection across all endpoints, ensuring customer data is safe in a physical, virtual, or hybrid environment.

COVID-19 has caused significant disruption to business on a global scale and accelerated the growth of cyber criminal activities in private and government enterprises supported by digital transformation. The increase in cyber-attacks during the pandemic has created an opportunity for endpoint detection and response solutions due to their application in minimizing the cyber risks and fueled the market during and in the post-pandemic period.

## Endpoint Detection And Response Market Trends

### Small and Medium Enterprises (SMEs) to Witness Major Growth

Small and medium enterprises are imperative to global GDP growth. For instance, according to the European Commission, approximately 24.4 million small and medium-sized enterprises (SMEs) were estimated to be in the European Union in 2023. The Contribution of SMEs to the European Economy Small and medium-sized enterprises (SMEs) form the backbone of the European economy. The cyber attacks that are taking place on small and medium enterprises (SMEs) are increasingly becoming more sophisticated, implying that the traditional endpoint protection mechanisms cannot easily prevent them. In these cases, timely incident detection is essential to minimize potential negative impacts.

The increasing awareness among enterprises about the importance of saving money and resources by moving their data to the cloud instead of building and maintaining new data storage drives the demand for cloud-based solutions and, hence, the adoption of cloud-based endpoint detection and response solutions. Due to these benefits, SMEs

and large enterprises worldwide have increasingly adopted cloud-based solutions.

Further, the growing innovations to meet the increasing demand for small and medium enterprises are set to boost the market growth rate. For instance, in February 2024, ESET, a player in cybersecurity, announced the launch of ESET MDR, an innovative solution to address the growing cybersecurity challenges faced by small and medium-sized businesses. This new offering enables small and medium-sized businesses to respond immediately to incidents, enhance their security posture, reduce false positives, and strengthen their threat detection, investigation, and response capabilities by expanding ESET's Detection and Response Ultimate service for enterprises.

ESET MDR combines AI-powered automation with human expertise and comprehensive threat intelligence knowledge for unmatched threat detection and incident response. In addition to facilitating regulatory compliance and helping businesses achieve key cyber security controls necessary for insurability, access to 24/7/365 security services that bridge expertise gaps and alleviate the pressure on internal security teams, allowing SMBs to focus on strategic initiatives.

### Asia-Pacific is Expected to Register the Fastest Growth

The rising number of connected devices and the adoption of the Internet of Things technologies across different industries in China, supported by the growth of its smart manufacturing plants in the country, are expected to fuel the growth of endpoint detection and response due to their application in providing organizations to have an endpoint cyber resilient business environment.

Additionally, technological advancements, including digital transformation and cloud adoptions in businesses, are fueling the risk of cyber attacks in the country. The country's growth of manufacturing facilities, supported by its low-cost workforce availability, is fueling the growth of computer and M2M communications in the industrial landscape, raising the vulnerability of ransomware and malware cyber attacks, which can drive the market's demand.

Japan has been registering a significant advancement in implementing cloud-based solutions, including the digital twin, sensors, customer relationships, and ERP software in its industrial sector, supporting the growth of computer systems and data storage server requirements in the country, which would drive the demand for EDR solutions

and services, the market in the country due to its application in safeguarding the endpoint security of the enterprises, fueling the market growth.

The EDR market in India has been registering a significant development in startup funding to support the demand for emerging EDR solutions in enterprises. This would fuel the market growth by strengthening the market's supply side to address future demand.

### Endpoint Detection And Response Industry Overview

The endpoint detection and response market is fragmented due to the increasing number of players. For large organizations, storing personal data securely in this fast-paced world has become the most critical task. Giants like Palo Alto Networks Inc., Cisco Systems Inc., CrowdStrike Inc., Broadcom Inc., and Cybereason Inc. are developing EDR tools to cater to such organizations.

December 2023: G2, a business software and service review provider, named Sophos a significant player for Endpoint Protection, EDR, XDR, Firewall, and MDR in their Winter 2024 Reports, which would fuel the company's brand positioning to support its market growth in the future.

September 2023: Cybereason Inc. announced the successful expansion of its funding round on April 23, 2023, bringing the total round to USD 120 million. The funding will help the company to scale its global operations and strengthen its position in the prevention, detection, and response space.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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