

Data-Centric Security Market Outlook 2025-2034: Market Share, and Growth Analysis By Component(Software And Solutions, Data Discovery, Data Protection, Data Governance, Professional Services, Other Components), By Deployment Mode(On-Premise, Cloud), By Organization Size, By Vertical

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Abstracts

The Data-Centric Security Market is valued at USD 8.8 billion in 2025 and is projected to grow at a CAGR of 24.9% to reach USD 65.2 billion by 2034. The Data-Centric Security Market is focused on protecting data itself, rather than solely relying on perimeter-based or infrastructure-level security measures. This approach recognizes that data is the most valuable asset and aims to secure it throughout its lifecycle, regardless of where it resides or how it is accessed. Data-centric security solutions often include techniques such as data encryption, tokenization, data masking, data loss prevention (DLP), access control, and data auditing. The increasing volume of sensitive data, coupled with the evolving threat landscape and stringent data privacy regulations, is driving the adoption of data-centric security strategies and tools across organizations. The Data-Centric Security Market saw significant advancements in the integration of artificial intelligence (AI) and machine learning (ML) to enhance data protection capabilities. AI-powered solutions were being used for intelligent data classification, anomaly detection for data access, and adaptive access controls. The trend towards cloud-native data security solutions continued to gain momentum, providing scalable and flexible ways to protect data in cloud environments. Furthermore, there was an increased focus on data discovery and classification tools to help organizations identify and understand where their sensitive data resides. The implementation of zero-trust security models, which inherently adopt a data-centric approach by assuming no user or device is trusted by default, also contributed to the market's growth. The Data-Centric

Security Market is expected to continue its strong growth trajectory, driven by the persistent increase in data breaches and the expanding regulatory landscape. We anticipate further innovation in AI-driven data security, with more sophisticated threat detection and automated response mechanisms. The adoption of privacy-enhancing technologies (PETs) like homomorphic encryption and federated learning will likely increase, offering new ways to analyze and process data while preserving privacy. We also expect to see a greater emphasis on data security orchestration and automation (SOAR) to streamline security workflows related to data protection. The integration of data-centric security principles into DevOps processes (DevSecOps) will also become more prevalent, ensuring that security is built into applications and data pipelines from the outset. Furthermore, the market will likely see the development of more specialized data-centric security solutions tailored to specific industry regulations and data types.

Key Insights Data-Centric Security Market

The increasing integration of Artificial Intelligence (AI) and Machine Learning (ML) into data-centric security solutions is enhancing data classification, anomaly detection for data access, and adaptive access controls.

The growing adoption of cloud-native data security solutions provides scalable and flexible ways to protect sensitive data in cloud environments.

There is an increasing focus on data discovery and classification tools to help organizations identify and understand where their sensitive data resides across various systems.

The implementation of zero-trust security models, which inherently adopt a data-centric approach by assuming no user or device is trusted by default, is driving the adoption of related security technologies.

The emergence of privacy-enhancing technologies (PETs) like homomorphic encryption and federated learning offers new ways to analyze and process data while preserving privacy and security.

The increasing volume and sensitivity of data being generated and stored by organizations make data-centric security a critical necessity to prevent breaches and protect valuable assets.

The evolving and increasingly sophisticated landscape of cyber threats,

including insider threats and advanced persistent threats (APTs), necessitates security measures that focus directly on protecting the data itself.

Stringent and expanding data privacy regulations, such as GDPR, CCPA, and HIPAA, compel organizations to implement robust data-centric security controls to ensure compliance and avoid penalties.

The growing adoption of cloud computing and the increasing distribution of data across various environments require data protection strategies that are independent of infrastructure.

Implementing data-centric security across complex and distributed IT environments, including legacy systems and cloud services, can be a significant challenge due to the need for consistent policies and controls.

Data-Centric Security Market Segmentation

By Component

Software And Solutions

Data Discovery

Data Protection

Data Governance

Professional Services

Other Components

By Deployment Mode

On-Premise

Cloud

By Organization Size

Large

Medium

Small

By Vertical

Banking

Financial Services And Insurance (BFSI)

Government And Defense

Healthcare And Pharmaceuticals

Telecommunications

Information Technology (IT) And Enterprises

Retail

Other Verticals

Key Companies Analysed

Broadcom Inc.

Imperva Inc.

Micro Focus International plc

NetApp Inc.

Orange Cyberdefense

The International Business Machines Corporation

Microsoft Corporation

Google LLC

Informatica

Varonis Systems

Talend S.A.

Forcepoint

Egnyte Inc.

Fortra LLC

Virtru Corporation

Netwrix Corporation

Circle Security Inc.

Cranium AI Inc.

Hadrian Security Inc.

CipherCloud Inc.

Digital Guardian Inc.

Fasoo

GTB Technologies Inc.

Ionic Security Inc.

Seclore Inc.

Thales eSecurity Inc.

Vormetric Inc.

Zettaset Inc.

Privacera Inc.

Collibra Inc.

Data-Centric Security Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Data-Centric Security Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Data-Centric Security market data and outlook to 2034

United States

Canada

Mexico

Europe — Data-Centric Security market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Data-Centric Security market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Data-Centric Security market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Data-Centric Security market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Data-Centric Security value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Data-Centric Security industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Data-Centric Security Market Report

Global Data-Centric Security market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Data-Centric Security trade, costs, and supply chains

Data-Centric Security market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Data-Centric Security market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Data-Centric Security market trends, drivers, restraints,

and opportunities

Porter's Five Forces analysis, technological developments, and Data-Centric Security supply chain analysis

Data-Centric Security trade analysis, Data-Centric Security market price analysis, and Data-Centric Security supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Data-Centric Security market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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