

# Email Security Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application

<https://marketpublishers.com/r/EE068DC970A9EN.html>

Date: February 2025

Pages: 90

Price: US\$ 3,200.00 (Single User License)

ID: EE068DC970A9EN

## Abstracts

### Email Security Market Overview

The global email security market is poised for significant growth, driven by the increasing volume of cyber threats and the rising adoption of cloud-based email solutions. By 2025, the market is projected to grow at a compound annual growth rate (CAGR) of 12.5%, reaching a valuation of approximately \$6.8 billion. The surge in phishing attacks, ransomware, and business email compromise (BEC) incidents has necessitated robust email security solutions across industries.

### Market Size and Share Analysis

In 2022, the email security market was valued at \$3.2 billion, and it is expected to expand significantly by 2025. The market is segmented by product type, process, application, end-use, and region. Among these, cloud-based email security solutions dominate the market, accounting for 65%-70% of the total market share. On-premises solutions, while still relevant, are gradually losing traction due to the scalability and cost-effectiveness of cloud-based alternatives.

### By Product Type

Cloud-based Solutions: Expected to grow at a CAGR of 14.2% from 2022 to 2025.

On-premises Solutions: Projected to grow at a slower CAGR of 6.8% during the same period.

### By Key Players

The email security market is highly competitive, with key players such as Proofpoint

Inc., MimeCast, and Barracuda Networks leading the charge. These companies collectively hold 45%-50% of the market share. Proofpoint Inc. remains the market leader, with a share of approximately 20%, followed by MimeCast at 15% and Barracuda Networks at 10%.

#### By Process

Email security processes include threat detection, encryption, and data loss prevention (DLP). Threat detection is the most widely adopted process, accounting for 40%-45% of the market. Encryption and DLP are also gaining traction, with growth rates of 10%-12% and 8%-10%, respectively.

#### By Application

Email security solutions are primarily used for protecting personal data and sensitive business communication. The protection of sensitive business communication accounts for 60%-65% of the market, driven by the need to safeguard intellectual property and confidential information. Personal data protection, while important, represents a smaller share of 35%-40%.

#### By End-Use

The market is segmented by end-use into BFSI, Healthcare, Retail, IT & Telecom, and others. The BFSI sector is the largest end-user, accounting for 25%-30% of the market, followed by healthcare at 20%-22%. The retail and IT & telecom sectors are also significant, with shares of 15%-18% and 12%-15%, respectively.

#### By Region

North America dominates the email security market, holding 40%-45% of the global share. Europe follows with 25%-30%, while the Asia-Pacific region is expected to witness the highest growth rate of 15%-18% from 2022 to 2025. Latin America and the Middle East & Africa account for smaller shares of 5%-7% and 3%-5%, respectively.

#### Market Trends

The email security market is witnessing several key trends:

**AI and Machine Learning Integration:** Advanced technologies are being integrated into email security solutions to enhance threat detection and response capabilities.

**Zero Trust Architecture:** Organizations are increasingly adopting zero trust models to minimize the risk of email-based attacks.

**Regulatory Compliance:** Stricter data protection regulations, such as GDPR and CCPA, are driving the adoption of email security solutions.

## Market News on Policy and Companies

Recent developments in the email security market include:

Proofpoint Inc. announced a new AI-driven email security solution in 2025, which is expected to bolster its market position.

MimeCast launched a zero trust email security platform in 2022, targeting enterprises with high-security requirements.

Barracuda Networks expanded its email protection suite in 2025, focusing on advanced threat detection and encryption.

Governments worldwide are introducing stricter cybersecurity regulations, such as the EU's NIS2 Directive, which mandates enhanced email security measures for critical infrastructure providers.

## Segment Forecasts (2025 - 2030)

The email security market is expected to continue its upward trajectory, with the following segment forecasts:

Cloud-based Solutions: Projected to grow at a CAGR of 13.5% from 2025 to 2030.

Threat Detection: Expected to remain the dominant process, with a CAGR of 11.8%.

BFSI Sector: Anticipated to maintain its leading position, growing at a CAGR of 10.5%.

Asia-Pacific Region: Forecasted to grow at the highest CAGR of 16.2%.

## Conclusion

The global email security market is set for robust growth, driven by escalating cyber threats and the adoption of advanced security solutions. With key players like Proofpoint Inc., MimeCast, and Barracuda Networks leading the charge, the market is expected to reach \$6.8 billion by 2025. Cloud-based solutions, AI integration, and regulatory compliance will continue to shape the market landscape, making email security a critical component of organizational cybersecurity strategies.

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