

Endpoint Protection Platform (EPP) Market Forecasts to 2030 – Global Analysis By Solution Type (Antivirus/Antimalware, Endpoint Detection and Response (EDR), Mobile Device Management (MDM) and Other Solution Types), Deployment Mode, Organization Size, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Endpoint Protection Platform (EPP) Market is accounted for \$17.96 billion in 2024 and is expected to reach \$30.24 billion by 2030 growing at a CAGR of 12.9% during the forecast period. An Endpoint Protection Platform (EPP) is a cybersecurity solution designed to protect devices from security threats. EPP integrates various security features to defend against malware, ransomware, and other cyber attacks. It operates on the endpoint itself and monitors, detects, and responds to threats in real time. EPP solutions are often centralized, providing a single management interface for administrators to oversee the protection of all endpoints across an organization.

According to the Ponemon Report 2022, on average, organizations spend close to USD 4,252,500 annually on endpoint management, while another USD 507,250 is needed by IT and IT security help desk support.

Market Dynamics:

Driver:

Increasing cybersecurity threats

With endpoints being frequent targets for cyber attacks, organizations seek comprehensive security solutions to protect sensitive data and maintain system integrity. EPP platforms provide real-time threat detection, prevention, and response, helping to mitigate potential breaches. As cybercriminals become more sophisticated, the demand for EPP solutions escalates, especially in industries like finance, healthcare, and government, driving significant market expansion. The growing frequency and complexity of attacks continue to propel this market forward.

Restraint:

Complexity in integration

EPP solutions often need to be aligned with various systems, such as firewalls, SIEM, and network security tools, which can be challenging due to compatibility issues and varying technological environments. This integration process may require specialized skills, which adds to the operational burden. Additionally, complex implementations can cause disruptions in business operations, leading to delays in adoption, especially among smaller organizations with limited technical resources.

Opportunity:

Advancements in AI and machine learning

AI-driven EPP solutions can analyze large volumes of data in real time, identifying patterns and anomalies indicative of cyber attacks. Machine learning algorithms continuously learn and adapt to new attack techniques, improving the system's accuracy and efficiency over time. This proactive approach allows for quicker detection and mitigation of sophisticated threats, such as zero-day attacks and advanced persistent threats (APTs), offering enhanced security and reducing the risk of breaches, thus driving market demand.

Threat:

False positives and overhead

False positives occur in EPP occur when benign files or activities are mistakenly flagged as threats, leading to unnecessary alerts. This can overwhelm security teams and result in inefficient resource allocation. Overhead arises from the computational burden of scanning large amounts of data, which can slow down system performance. If not

effectively managed, these challenges can create frustration, reduce trust in EPP solutions, and limit their adoption, thereby hampering overall market growth.

Covid-19 Impact

The covid-19 pandemic significantly accelerated the endpoint protection platform (EPP) market, driven by the surge in remote work and the increased use of personal devices for business purposes. This shift heightened cybersecurity risks, prompting organizations to invest in robust endpoint security solutions. The rise in cyber attacks targeting remote employees and critical infrastructure further fuelled demand for EPP solutions. Additionally, heightened awareness of cybersecurity vulnerabilities led to greater adoption of comprehensive protection strategies across various industries.

The encryption segment is expected to be the largest during the forecast period

The encryption segment is predicted to secure the largest market share throughout the forecast period. Encryption solutions in EPP safeguard sensitive data by converting it into unreadable formats, ensuring that unauthorized users cannot access it. These solutions typically include full-disk encryption, file-level encryption, and cloud encryption, securing data both at rest and in transit. It is a critical component of EPP as it protects endpoints from data theft, especially in industries handling personal or financial information, by providing an additional layer of security.

The IT & telecommunications segment is expected to have the highest CAGR during the forecast period

The IT & telecommunications segment is anticipated to witness the highest CAGR during the forecast period. In the IT and telecommunications sector, endpoint protection platforms (EPP) are crucial for securing a wide range of devices and networks. EPP solutions protect against cyber threats such as malware, ransomware, and unauthorized access, ensuring the integrity of communication infrastructure. Additionally, compliance with industry-specific regulations like GDPR and HIPAA drives the adoption of EPP for robust cybersecurity measures.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period due to the increasing adoption of digital transformation, remote work, and rising cyber threats. Countries like India, China, and Japan are witnessing a surge in cybersecurity

investments, as businesses face heightened risks from malware, ransomware, and data breaches. The region's expanding IT infrastructure, coupled with stringent data protection regulations, is further driving demand for EPP solutions. Additionally, the rapid growth of SMEs in Asia-Pacific is creating new opportunities for EPP vendors to cater to diverse security needs.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by increasing cyber threats, including malware, ransomware, and data breaches. The region's strong focus on cybersecurity regulations, such as GDPR and CCPA, is propelling organizations to invest in comprehensive endpoint security solutions. North America's well-established IT infrastructure, along with significant investments in cybersecurity innovation, further strengthens the market's growth prospects.

Key players in the market

Some of the key players profiled in the Endpoint Protection Platform (EPP) Market include Microsoft, Cisco Systems, Broadcom, Malwarebytes, BlackBerry, McAfee Corp., CrowdStrike, Trend Micro, Sophos, Kaspersky Lab, Bitdefender, Palo Alto Networks, SentinelOne, Fortinet, Check Point Software Technologies and FireEye.

Key Developments:

In July 2024, BlackBerry launched CylanceMDR Pro, an advanced AI-powered Managed Detection and Response (MDR) solution designed to significantly enhance endpoint security. It is built upon BlackBerry's expertise in machine learning and AI technologies, allowing for rapid detection and response to security threats across an organization's network.

In June 2020, McAfee launched Endpoint Security 10.7, a comprehensive, advanced endpoint protection solution designed to address the increasingly sophisticated cyber threats targeting organizations and individuals. The use of McAfee's Global Threat Intelligence and advanced analytics provides an edge over traditional security platforms.

Solution Types Covered:

Antivirus/Antimalware

Endpoint Detection and Response (EDR)

Mobile Device Management (MDM)

Encryption

Firewall

Data Loss Prevention (DLP)

Identity & Access Management (IAM)

Unified Endpoint Management (UEM)

Other Solution Types

Deployment Modes Covered:

Cloud-based

On-premise

Organization Sizes Covered:

Small & Medium Enterprises (SMEs)

Large Enterprises

End Users Covered:

BFSI (Banking, Financial Services, and Insurance)

Healthcare

IT & Telecommunications

Retail

Government & Defense

Energy & Utilities

Education

Manufacturing

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments

Endpoint Protection Platform (EPP) Market Forecasts to 2030 – Global Analysis By Solution Type (Antivirus/Anti...

- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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