

Mobile Application Security Testing Market Forecasts to 2034 – Global Analysis By Offering (Solutions, Services and Other Offerings), Enterprise Size (Small and Medium Enterprises (SMEs) and Large Enterprises), Deployment Model, Operating System, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Mobile Application Security Testing Market is accounted for \$1.8 billion in 2026 and is expected to reach \$11.7 billion by 2034 growing at a CAGR of 26.3% during the forecast period. Mobile Application Security Testing (MAST) is a crucial process aimed at identifying and mitigating security vulnerabilities within mobile applications. It involves a comprehensive examination of the application's code, architecture, and data storage to uncover potential weaknesses that could be exploited by malicious actors. By conducting mobile application security testing, developers and organizations can proactively address vulnerabilities. This process is vital in safeguarding sensitive user data, preventing unauthorized access, and ensuring the integrity and confidentiality of information within the mobile application ecosystem.

Market Dynamics:

Driver:

Proliferation of mobile apps

The global explosion of mobile applications across diverse industries and sectors has created a burgeoning need for robust security measures. Organizations recognize that

each app represents a potential entry point for cyber threats, making it imperative to identify and rectify vulnerabilities before deployment. Moreover, as organizations strive to protect user data, ensure regulatory compliance, and uphold brand reputation, the proliferation of mobile apps becomes a key catalyst for the continuous evolution that is driving this market size.

Restraint:**High cost**

The high costs associated with mobile application security testing can act as a barrier for organizations, particularly small and medium-sized enterprises that have limited budgets. It may lead to inadequate testing practices or even the neglect of security testing altogether, which increases the risk of security breaches and compromises the overall integrity of mobile applications. Moreover, engaging skilled security professionals who command high salaries poses a significant restraint on this market.

Opportunity:**Awareness of security risks**

The growing awareness of the financial, reputational, and legal consequences of security lapses has led organizations to recognize the critical need for thorough MAST measures. High-profile data breaches, instances of malware, and privacy violations have underscored the vulnerability of mobile apps, prompting a proactive response from enterprises. Moreover, this heightened consciousness extends from developers and IT professionals to end-users, fostering a collective commitment to mobile application security.

Threat:**Lack of skilled professionals**

The lack of skilled professionals in mobile application security testing poses a challenge for companies seeking to develop and maintain secure mobile applications. This shortage can be attributed to several factors, including the rapidly evolving nature of mobile technologies and the high demand for skilled professionals in the cybersecurity field, which hampers the overall growth of the mobile application security testing market.

Covid-19 Impact

The COVID-19 pandemic has had notable negative impacts on the Mobile Application Security Testing (MAST) market. During the global economic slowdown, many businesses faced financial constraints, leading to reduced budgets for non-essential activities, including cybersecurity measures. This has, in turn, affected the investment capacity of organizations in MAST services, hindering the adoption of comprehensive security testing solutions for mobile applications.

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

The services segment is estimated to hold the largest share due to its pivotal role in helping organizations identify and rectify vulnerabilities in their mobile apps. This service involves the examination of the application's behavior during runtime, simulating user interactions to identify vulnerabilities that may not be apparent in static analysis. In addition, service providers assess potential threats and risks associated with the mobile application, helping organizations develop strategies to mitigate and manage these risks effectively, which is driving this segment's growth.

The cloud segment is expected to have the highest CAGR during the forecast period

The cloud segment is anticipated to have highest CAGR during the forecast period due to its accessibility from anywhere with an internet connection, enabling remote testing and collaboration among geographically dispersed teams and stakeholders. These services often integrate with DevOps pipelines and automated testing frameworks, facilitating seamless integration into the development lifecycle for continuous security testing, which is propelling segment expansion.

Region with largest share:

North America commanded the largest market share during the extrapolated period owing to a proactive approach to mitigating mobile application vulnerabilities. Major Key players such as Google, Cisco Systems, Aeries Technology, and DataTheorem host a technologically advanced landscape where businesses recognize the critical need for securing mobile applications. Furthermore, the North American market also showcases a trend toward integrated DevSecOps practices, embedding security into the entire software development lifecycle, which is driving this region's growth.

Region with highest CAGR:

Europe is expected to witness highest CAGR over the projection period, owing to government regulations such as the General Data Protection Regulation (GDPR) that have heightened the focus on data privacy, prompting businesses to invest in robust security measures, including comprehensive MAST solutions. This region is increasingly adopting advanced MAST tools and services to address the complexities of mobile app security. Therefore, collaboration and information sharing within the European Union contribute to a collective effort to combat cyber threats, which is boosting this region's expansion.

Key players in the market

Some of the key players in the Mobile Application Security Testing Market include VMware, Sophos, NowSecure, Ivanti, Veracode, Indusface, Onapsis, Micro Focus, DataTheorem, Google, Cisco Systems, F5, Inc., Aeries Technology, Broadcom, Inc. and Acunetix.

Key Developments:

In December 2023, Cisco announced the intent to acquire Isovalent, a leader in open source cloud native networking and security, to bolster its secure networking capabilities across public clouds.

In October 2022, Acunetix releases support for RHEL 9, updates CWE report, and improve PHP IAST AcuSensor and has been updated to report MongoDB injection and SSTI vulnerabilities.

Offering Covered:

Solutions

Services

Other Offerings

Enterprise Sizes Covered:

Small and Medium Enterprises (SMEs)

Large Enterprises

Deployment Models Covered:

Cloud

On-premise

Operating Systems Covered:

iPhone OS (IOS)

Andriod

Other Operating Systems

End Users Covered:

Retail & E-commerce

Healthcare

Government & Defense

Education

Transportation

Manufacturing

Banking, Financial Services, and Insurance (BFSI)

Information Technology (IT) & Telecom

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
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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