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Next-Generation Firewall Market Forecasts to 2032 – Global Analysis By Type (Unified Threat Management (UTM), Standalone NGFW, Network Security, Identity-Based Security and Other Types), Component (Hardware, Software and Services), Deployment Mode (On-Premises, Cloud and Hybrid), Organization Size, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Next-Generation Firewall Market is accounted for $4.9 billion in 2025 and is expected to reach $11.6 billion by 2032 growing at a CAGR of 13.2% during the forecast period. Next-generation firewall (NGFW) is an advanced network security solution that integrates traditional firewall capabilities with enhanced threat detection and prevention features. It offers deep packet inspection, application-layer filtering, and intrusion prevention to safeguard against sophisticated cyber threats. Unlike conventional firewalls, NGFWs can analyze encrypted traffic, detect malware, and enforce granular access controls. By leveraging AI-driven analytics and real-time monitoring, they strengthen defense mechanisms across networks. NGFWs are essential for enterprises seeking robust security in dynamic digital environments.

According to the Identity Theft Resource Center, the number of data compromise victims in the banking and financial sector of the United States climbed to 160 million in Q3 last year, up from Q1 and Q2 combined. Cyber attackers are looking for the simplest way to build a financial gain assault against many financial services businesses.

Market Dynamics:

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Driver:

Growing cloud adoption and hybrid environments

As enterprises shift workloads to multi-cloud architectures, securing network perimeters becomes critical to prevent unauthorized access. NGFWs offer integrated security features, including threat intelligence and behavioral analytics, enhancing protection against evolving cyber threats. The rise of remote work and decentralized infrastructure further reinforces the need for robust firewall solutions. Organizations are prioritizing scalable security measures to adapt to complex digital ecosystems.

Restraint:

High initial investment and total cost of ownership (TCO)

Advanced firewall solutions require substantial financial resources for deployment, maintenance, and periodic upgrades. Smaller businesses may struggle to allocate budgets for security infrastructure, limiting market penetration in certain sectors. Additionally, integrating NGFWs with existing IT systems necessitates specialized expertise, increasing operational complexities. Cost-sensitive organizations often explore alternative security options, affecting NGFW adoption rates in budget-constrained environments.

Opportunity:

Expansion of managed security services (MSSP model)

As businesses recognize the advantages of outsourced cybersecurity management, MSSPs are integrating firewall solutions into comprehensive service models. NGFWs enhance MSSP capabilities by offering real-time threat detection, secure cloud access, and centralized policy enforcement. Enterprises seeking streamlined security operations benefit from scalable MSSP offerings, optimizing resource allocation. The rising popularity of subscription-based security models is further driving demand for outsourced firewall management.

Threat:

Emergence of alternative security solutions

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Innovations in zero-trust architecture and AI-driven threat mitigation are reshaping network security strategies. Organizations exploring cloud-native security frameworks and endpoint detection solutions may reduce reliance on traditional firewall systems. Additionally, next-generation intrusion prevention systems (NGIPS) and software-defined perimeter (SDP) technologies offer enhanced security postures hampering the market growth.

Covid-19 Impact:

The pandemic influenced NGFW adoption as organizations accelerated digital transformation efforts and remote work arrangements. Enterprises prioritized cloud security to accommodate distributed teams, increasing demand for advanced firewall solutions. However, supply chain disruptions temporarily affected hardware availability, delaying installation projects. Post-pandemic recovery efforts continue to drive market expansion, as businesses focus on securing hybrid infrastructures.

The unified threat management (UTM) segment is expected to be the largest during the forecast period

The unified threat management (UTM) segment is expected to account for the largest market share during the forecast period driven by its ability to consolidate multiple security functions into a single solution. Enterprises increasingly adopt UTM firewalls to simplify cybersecurity management, integrating features such as malware prevention, intrusion detection, and content filtering. The growing need for comprehensive protection against evolving threats further enhances the appeal of UTM solutions.

The application visibility and control segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the application visibility and control segment is predicted to witness the highest growth rate as enterprises demand greater insights into network traffic and user behavior. NGFWs with advanced application-layer inspection capabilities enable organizations to regulate access, optimize bandwidth utilization, and enforce security policies effectively. Businesses benefit from enhanced control mechanisms, allowing administrators to mitigate unauthorized access to sensitive applications.

Region with largest share:

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During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to expanding IT infrastructure, rapid digital transformation, and increasing cyber threats. Governments and enterprises across the region are investing in NGFW deployments to strengthen cybersecurity resilience. Additionally, the surge in cloud adoption and digital banking initiatives amplifies the demand for advanced firewall solutions.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR owing to stringent cybersecurity regulations, growing investment in security technologies, and widespread enterprise adoption of NGFWs. Businesses across industries prioritize proactive threat detection and compliance-driven security frameworks, reinforcing demand for next-generation firewalls. The increasing sophistication of cyberattacks and the need for real-time threat intelligence drive continuous innovation in firewall solutions.

Key players in the market

Some of the key players in Next-Generation Firewall Market include Cisco Systems, Fortinet, Juniper Networks, Palo Alto Networks, Forcepoint, Check Point Software Technologies, Dell Technologies, Huawei Technologies, Trend Micro, F5 Networks, FireEye (Mandiant), Imperva, SonicWall, McAfee (Trellix), Zscaler, Sophos and Barracuda Networks.

Key Developments:

In April 2025, Palo Alto Networks announced its intent to acquire Protect AI, a company specializing in AI-specific security solutions. The acquisition aims to help customers discover, manage, and protect against AI-related security risks.

In June 2025, Fortinet unveiled a new AI-powered Workspace Security Suite to protect modern enterprises. The suite offers comprehensive protection across email, browsers, and collaboration tools, addressing both external threats and insider risks.

In February 2025, Cisco expanded its partnership with NVIDIA to accelerate AI adoption in enterprises, focusing on AI-ready data centers. This collaboration aims to address the technical complexities and security demands of operating AI infrastructure.

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Types Covered:

- Unified Threat Management (UTM)
- Standalone NGFW
- Network Security
- Identity-Based Security
- Other Types

Components Covered:

- Hardware
- Software
- Services

Deployment Modes Covered:

- On-Premises
- Cloud
- Hybrid

Organization Sizes Covered:

- Large Enterprises
- SMEs (Small & Medium Enterprises)

Applications Covered:

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- Application Visibility and Control
- Intrusion Detection and Prevention System
- Content Filtering
- User and Identity Awareness
- SSL/TLS Inspection
- Advanced Threat Protection
- Other Applications

End Users Covered:

- BFSI (Banking, Financial Services, and Insurance)
- IT & Telecommunication
- Government & Public Utilities
- Healthcare
- Retail & E-commerce
- Manufacturing
- Energy & Utilities
- Other End Users

Regions Covered:

- North America
  - US

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- 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

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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 2024, 2025, 2026, 2028, and 2032
- 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)

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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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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