

# **Mobile Application Security Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Software, Service), By Services (Professional Services, Managed Services), By Professional Services (Consulting, Integration, Support and Maintenance), By Deployment (Cloud, On-premise), By Enterprise Size (Small and medium-sized enterprises, Large enterprises), By Vertical (BFSI, IT and Telecom, Retail, Healthcare, Education, Transportation and Logistics, Manufacturing, Government, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Mobile Application Security Market is projected to expand significantly, growing from USD 8.63 Billion in 2025 to USD 32.78 Billion by 2031, representing a CAGR of 24.91%. This sector defines the technological protocols and measures aimed at safeguarding mobile software against external dangers such as malware, phishing, and unauthorized access, thereby ensuring user privacy and data integrity throughout the application's lifecycle. Key drivers fueling this market include the exponential rise in smartphone-based financial transactions, the widespread implementation of corporate Bring Your Own Device (BYOD) policies, and stringent data protection regulations that necessitate robust defense mechanisms. According to the Anti-Phishing Working Group, the fourth quarter of 2024 saw 989,123 phishing attacks, highlighting the urgent requirement for advanced security solutions to counter evolving threats like SMS-based

fraud.

A major hurdle restricting the broader expansion of this market is the difficulty of applying strict security controls without negatively impacting the user experience. Implementing excessive authentication steps or intrusive background scanning can cause performance lag and user frustration, often prompting individuals to abandon applications entirely. Consequently, developers and security providers face the complex challenge of balancing high-level protection with seamless functionality to maintain user retention while effectively neutralizing sophisticated cyber risks.

### **Market Driver**

The increasing frequency and sophistication of mobile cyberattacks act as a primary catalyst for the Global Mobile Application Security Market, forcing organizations to strengthen their defenses against complex threats. Attackers are aggressively adopting mobile-first strategies and leveraging artificial intelligence to enhance social engineering methods, such as voice phishing (vishing) and SMS phishing (smishing). These advanced techniques bypass traditional security perimeters, making robust application-level protection essential for preserving enterprise integrity. Zimperium's '2025 Global Mobile Threat Report' noted that in April 2025, vishing and smishing tactics targeting mobile devices increased by 28% and 22% respectively, underscoring the critical need for proactive threat detection mechanisms to neutralize risks before data is compromised.

Simultaneously, the rapid growth of digital commerce and mobile banking ecosystems is driving substantial market expansion, as financial institutions race to secure high-value transaction channels against targeted fraud. As consumers increasingly manage finances via smartphones, cybercriminals have intensified their focus on exploiting banking apps through specialized malware designed to intercept credentials and funds. Kaspersky's 'IT threat evolution in Q2 2025' report revealed that mobile banking trojan detections in the first half of 2025 were nearly four times higher than in the same period of the previous year. This surge emphasizes the direct link between security assurance and customer retention; according to Appdome in 2025, nearly 70% of global mobile users indicated they would stop using an app if they discovered weak security or privacy protections, highlighting the commercial imperative for rigorous security integration.

### **Market Challenge**

The central obstacle inhibiting the growth of the Global Mobile Application Security

Market is the intricate difficulty of implementing robust security protocols without degrading the user experience. When security measures such as multi-factor authentication or real-time background scanning become too intrusive, they introduce friction that disrupts the seamless functionality users expect. This trade-off creates a significant barrier to market expansion, as application developers and enterprises often hesitate to adopt comprehensive security solutions, fearing they will drive away customers through cumbersome login procedures or performance latency, thus delaying the integration of necessary security frameworks.

This friction directly translates into financial loss and reduced engagement, reinforcing market resistance to heavy-handed security tools. The correlation between complex security requirements and user attrition is well-documented; according to the FIDO Alliance, in 2024, 42% of consumers abandoned an online purchase in the preceding month specifically because they could not remember their password or navigate the authentication process. This high rate of abandonment illustrates why businesses view stringent security controls as a potential risk to revenue, thereby slowing the adoption rate of advanced mobile application security technologies across the industry.

## **Market Trends**

A defining trend in the industry is the increased focus on Mobile API Security and Management, as organizations realize that application interfaces are gateways to sensitive backend infrastructure. Modern mobile applications rely heavily on Application Programming Interfaces (APIs), creating a substantial attack surface that traditional perimeter defenses often fail to cover. Security protocols are shifting from solely protecting binary code to rigorously securing data transmission paths, preventing unauthorized data exfiltration and logic abuse. This pivotal shift is substantiated by the volume of threats targeting these connections; Akamai Technologies' 'State of Apps and API Security 2025' report documented over 150 billion API attacks globally between January 2023 and December 2024, proving the urgent necessity for specialized API governance frameworks.

Concurrently, the integration of Artificial Intelligence and Machine Learning for threat detection is reshaping how mobile environments defend against sophisticated, non-traditional attacks. As adversaries move beyond simple malware to complex, behavior-based intrusion techniques, static defense mechanisms are becoming obsolete. AI-driven security tools are now essential for analyzing user behavior and network patterns in real-time to identify anomalies that signal a breach, such as polymorphic code that constantly changes its signature. This transition to intelligent analysis is critical given the

evolving nature of mobile risks; according to Zscaler's November 2025 'ThreatLabz 2025 Mobile, IoT, and OT Threat Report', researchers identified a 67% year-over-year increase in Android malware transactions, highlighting the critical demand for machine learning models capable of processing vast threat telemetry.

## **Key Market Players**

Google Inc.

NowSecure

VMware

Ivanti

Sophos

Cisco Systems

Broadcom, Inc.

Micro Focus

Indusface

Data Theorem

Onapsis

Aeries Technology

## **Report Scope**

In this report, the Global Mobile Application Security Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Application Security Market, By Solution

Software

Service

Mobile Application Security Market, By Services

Professional Services

Managed Services

Mobile Application Security Market, By Professional Services

Consulting

Integration

Support

Maintenance

Mobile Application Security Market, By Deployment

Cloud

On-premise

Mobile Application Security Market, By Enterprise Size

Small and medium-sized enterprises

Large enterprises

Mobile Application Security Market, By Vertical

BFSI

IT and Telecom

Retail

Healthcare

Education

Transportation and Logistics

Manufacturing

Government

Others

## Mobile Application Security Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Mobile Application Security Market.

## **Available Customizations:**

Global Mobile Application Security Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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