

Network Security Market - Global Industry Size, Share, Trends, Competition, Opportunity and Forecast, Segmented By Enterprise Size (Large Enterprise, SMEs), By Deployment (On-premises, Cloud), By Type (Firewalls, Antivirus & Anti-malware, Intrusion prevention system, VPN, Wireless Security, Others (Email Security, Data Loss Prevention)), By Industry (BFSI, IT & Telecom, Retail, Healthcare, Government, Manufacturing, Others (Education, Logistics, Energy)), By Region & Competition, 2021-2031F

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Abstracts

The Global Network Security Market is projected to expand significantly, rising from USD 34.63 Billion in 2025 to USD 71.03 Billion by 2031, reflecting a compound annual growth rate of 12.72%. Network security involves a combination of policies, processes, and integrated hardware and software solutions designed to protect the integrity and usability of network infrastructure and data. This market growth is largely fueled by the dramatic increase in malicious cyber operations aimed at critical enterprise assets, compelling organizations to strengthen their defenses. Additionally, strict adherence to international data privacy laws and the extensive shift of operational workflows to cloud platforms require robust security frameworks to protect distributed digital assets and ensure regulatory compliance.

Despite these positive growth factors, the market encounters significant hurdles due to a severe lack of skilled professionals needed to manage these sophisticated environments. This expanding talent gap limits organizations' capacity to deploy and

sustain effective security protocols, effectively creating a bottleneck for broader technology adoption. According to ISC2 data from 2024, the global cybersecurity workforce shortage has grown to approximately 4.8 million professionals, representing a 19% increase compared to the prior year.

Market Driver

The rising frequency and complexity of cyber threats act as a major catalyst for the network security industry, pushing for the constant advancement of defensive technologies. Threat actors are increasingly leveraging automation and artificial intelligence to execute high-volume attacks, which demands sophisticated detection and response systems capable of functioning at machine speeds. As noted by SonicWall in their August 2024 '2024 Mid-Year Cyber Threat Report', global malware volume increased by 30% in the first half of the year, emphasizing the growing strain on defensive infrastructure. This increase in malicious activity leads to serious financial repercussions, forcing enterprises to invest more heavily in resilient network architectures to avoid operational interruptions, especially given that IBM reported the global average cost of a data breach reached a record USD 4.88 million in 2024.

The rapid shift toward cloud-based infrastructures and virtualization is also reshaping market demand by erasing traditional network perimeters and widening the attack surface. As organizations disperse workloads across hybrid and multi-cloud settings, legacy on-premise hardware becomes inadequate, necessitating the adoption of cloud-native security measures. This migration creates complex visibility issues and misconfiguration risks that attackers actively leverage to access sensitive data. According to the Thales '2024 Cloud Security Study' published in June 2024, 44% of enterprises experienced a cloud data breach, highlighting the critical need for specialized tools like Cloud Security Posture Management. Consequently, embedding security controls directly into cloud fabrics has become a top priority for ensuring operational continuity and data integrity.

Market Challenge

The ongoing shortage of skilled practitioners serves as a critical bottleneck that specifically hinders the scalability and revenue potential of the Global Network Security Market. Although enterprises are under mounting pressure to implement advanced security architectures for cloud and distributed systems, the difficulty in hiring and keeping qualified personnel restricts the successful deployment of these technologies. Organizations often find themselves compelled to postpone or reduce the procurement

of essential hardware and software due to a lack of operational bandwidth to configure, monitor, and maintain them. This dependence on human expertise implies that market growth is tied not only to budget availability but also to the limited supply of workforce talent capable of overseeing complex defense systems.

The gravity of this operational constraint is highlighted by recent industry data. According to ISACA, in 2024, 61% of cybersecurity professionals indicated that their teams were significantly understaffed and unable to fill open roles with qualified candidates. This persistent deficit curbs market expansion, as companies are unable to fully leverage sophisticated network security solutions without sufficient human oversight. As a result, the disparity between the availability of advanced tools and the capacity to implement them establishes a tangible upper limit on technology adoption rates worldwide.

Market Trends

The integration of Generative AI for Automated Threat Detection and Response is transforming operational strategies by minimizing reliance on manual log analysis. Unlike conventional rule-based systems, these AI models actively interpret complex attack vectors and create remediation scripts, enabling security teams to resolve high-fidelity alerts much faster. This trend is fueling an increase in budget allocations as companies acknowledge the need to support human analysts with cognitive machine intelligence to reduce operational fatigue. According to the Cisco '2024 Cybersecurity Readiness Index' released in March 2024, 55% of organizations intend to invest in AI-driven technologies to strengthen their defenses, underscoring the sector-wide focus on intelligent automation.

Concurrently, the widespread adoption of Zero Trust Network Access (ZTNA) frameworks is making legacy Virtual Private Networks (VPNs) obsolete by implementing strict identity-based access controls. This architectural evolution aims to limit the potential impact of breaches by ensuring users are continuously authenticated and granted access only to specific applications instead of the entire network. This methodology is rapidly becoming the standard for securing remote connections and hybrid environments against lateral movement attacks. As highlighted by Zscaler in the 'ThreatLabz 2024 VPN Risk Report' from May 2024, 78% of organizations plan to adopt zero trust strategies within the next 12 months, highlighting the swift shift away from perimeter-centric security models.

Key Market Players

Palo Alto Networks Inc.

Cisco Systems Inc.

NortonLifeLock Inc.

AT&T

Check Point Software Technologies Ltd.

McAfee LLC

IBM Corporation

FireEye

Trend Micro Inc.

CrowdStrike Holdings Inc.

Report Scope

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

Network Security Market, By Enterprise Size

Large Enterprise

SMEs

Network Security Market, By Deployment

On-premises

Cloud

Network Security Market, By Type

Firewalls

Antivirus & Anti-malware

Intrusion prevention system

VPN

Wireless Security

Others (Email Security

Data Loss Prevention)

Network Security Market, By Industry

BFSI

IT & Telecom

Retail

Healthcare

Government

Manufacturing

Others (Education

Logistics

Energy)

Network 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 Network Security Market.

Available Customizations:

Global Network 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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