

# **Big Data Security Market – Global Industry Size, Share, Trends, Opportunity, and Forecast. 2018-2028F Segmented By Solution Type (Data Discovery & Classification, Data Authorization & Access, Tokenization & Masking, Data Auditing & Monitoring, Data Governance & Compliance, Data Security Analytics, Others), By Deployment (On-premise, Cloud), By Organization Size (Small & Medium Enterprise And Large Enterprise); By Industry Vertical (IT & ITES, Telecommunications, Healthcare And Social Assistance, Financial & Insurance, Retail Trade, and Others) By Region, Competition**

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## **Abstracts**

The Global Big Data Security Market is anticipated to thrive in the forecast period 2024-2028. The rapid adoption of digital technologies and the increasing importance of data-based trend analysis methodologies will propel market expansion. Additionally, the rise in data security and privacy concerns has given the sector a stable platform. Also, it is anticipated that certain developments in big data approaches will increase the use of big data analytics technology, creating a lucrative opportunity for market expansion.

Big data security refers to a range of tools and methods used to secure data and analytical processing. It protects against thefts, cyberattacks, and other malicious activities that can endanger critical information. Big data security improves the performance of the business, also helps to promote system efficiency, enables simple

resource sharing, protects the security of transactions and data storage records, and prevents unauthorized access.

### Global Cyberattacks Are Increasing

The use of targeted attacks has grown significantly. Attackers who are certain of their objective usually attack endpoints, networks, on-premises equipment, cloud-based apps, data, etc. The main objective of targeted attacks is to access the network of the targeted companies or organizations and take private information. These targeted attacks on an enterprise's most crucial operations can have detrimental impacts such as business interruption, loss of intellectual property, financial loss, and loss of sensitive consumer information. Targeted cyberattacks affect businesses, both their domestic and foreign customers, with identity theft and security breaches. As a result, these cyberattacks raise the demand for scalable big data security solutions, which in turn fuels the market's expansion.

### Rising Demand for Cloud Deployment

All big data security solutions, including next-generation firewalls and intrusion prevention systems, maybe more easily managed by enterprises if they are implemented on-premises. Because cloud-based solutions provide speed, scalability, and increased IT security, enterprises benefit from the concept of cloud deployment for big data security solutions. As more applications are supplied over the cloud, there is an increasing demand for cloud-based big data security solutions from SMEs and large organizations. Furthermore, during the projection period, the rise of the entire market would be sped up by factors like improved security measures and rising cybersecurity awareness. Additionally, it is projected that the big data security market will expand at a faster rate due to the rising volume of commercial data being generated from various sources.

### Rising Digital Data Production Trends

There is an exponential growth of digital data output, and this will continue during the forecast period. One of the primary causes of this surge in digital data output is the increased use of digital devices like smartphones and laptops in users' daily lives. This data boom has also been influenced by the growing popularity of the Internet of Things (IoT) and the data generated by numerous IoT devices. It is challenging for data analysts to evaluate and make sense of the vast amounts of digital data production. In order to discover data trends and present visualization of these enormous volumes of

data, big data tools must be used to process the data. Owing to this fact, the big data security market has seen a significant rise over the past several years and is expected to rise further.

## Market Segmentation

The Big Data Security Market is segmented into solution type, deployment, organization size, and industry verticals. Based on solution type, the market is segmented into data discovery & classification, data authorization & access, tokenization & masking, data auditing & monitoring, data governance & compliance, data security analytics, and others. Based on deployment, the market is divided into on-premise and cloud. Based on organization size, it is categorized into small & medium enterprises and large enterprises. Based on industry verticals, the market is segregated into IT & ITES, telecommunications, healthcare and social assistance, financial & insurance, retail trade, and others.

## Market Player

Major market players in the global Big Data Security market are IBM Corporation, Oracle Corporation, Microsoft Corporation, Google LLC, Amazon Web Services Inc., Hewlett Packard Enterprise Company, Talend, Micro Focus Plc, Checkpoint Software Technologies Inc., and Fireeye Inc.

## Recent Development

As of December 2021, Respond Software, a provider of cybersecurity investigation automation and the maker of the Respond Analyst was acquired by FireEye, Inc. With the acquisition of Respond Software, new market opportunities are created to offer a variety of customers eXtended Detection and Response (XDR) capabilities.

As of March 2021, ORock Technologies, Inc. collaborated with Hewlett Packard Enterprise Development LP. Through this agreement, businesses will be able to market new capabilities more quickly and gain better insights from their data, thanks to Hewlett Packard Enterprise Company Ezmeral software and Hewlett Packard Enterprise Company GreenLake.

## Report Scope:

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

#### Big Data Security Market, By Solution Type

Data Discovery and Classification

Data Authorization and Access

Tokenization and Masking

Data Auditing and Monitoring

Data Governance and Compliance

Data Security Analytics

Others

#### Big Data Security Market, By Deployment

On-premise

Cloud

#### Big Data Security Market, By Organization Size

Small & Medium Enterprise

Large Enterprise.

#### Big Data Security Market, By Industry Verticle:

IT and ITES

Telecommunications

Healthcare and Social Assistance

Financial and Insurance

Retail Trade

Others

### Big Data Security Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

India

Japan

South Korea

Australia

Singapore

Malaysia

Europe

Germany

United Kingdom

France

Russia

Spain

Belgium

Italy

South America

Brazil

Argentina

Colombia

Peru

Chile

Middle East

Saudi Arabia

South Africa

UAE

Israel

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Big Data Security market.

### Available Customizations:

Global Big Data Security market report with the given market data, Tech Sci 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).

## Contents

### 1. SERVICE OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. IMPACT OF COVID-19 ON GLOBAL BIG DATA SECURITY MARKET

### 4. EXECUTIVE SUMMARY

### 5. VOICE OF CUSTOMERS

- 5.1. Brand Awareness
- 5.2. Factors Considered while Selecting Vendor
- 5.3. Key Satisfaction Level
- 5.4. Major Challenges Faced
- 5.5. Technological Awareness
- 5.6. Key Services in Use
- 5.7. Frequency of Usage of Big Data Security

### 6. GLOBAL BIG DATA SECURITY MARKET OUTLOOK

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Solution Type (Data Discovery & Classification, Data Authorization & Access, Tokenization & Masking, Data Auditing & Monitoring, Data Governance & Compliance, Data Security Analytics, Others)
  - 6.2.2. By Deployment (On-premises & Cloud)
  - 6.2.3. By Organization Size (Small & Medium Enterprise And Large Enterprise)
  - 6.2.4. By Industry Vertical (IT & ITES, Telecommunications, Healthcare And Social Assistance, Financial & Insurance, Retail Trade, and Others)
  - 6.2.5. By Region
- 6.3. By Company (2022)
- 6.4. Market Map

### 7. NORTH AMERICA BIG DATA SECURITY MARKET OUTLOOK

- 7.1. Market Size & Forecast



- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Solution Type
  - 7.2.2. By Deployment
  - 7.2.3. By Organization Size
  - 7.2.4. By Industry Vertical
  - 7.2.5. By Country
- 7.3. North America: Country Analysis
  - 7.3.1. United States Big Data Security Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. Solution Type
      - 7.3.1.2.2. By Deployment
      - 7.3.1.2.3. By Organization Size
      - 7.3.1.2.4. By Industry Vertical
  - 7.3.2. Canada Big Data Security Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Solution Type
      - 7.3.2.2.2. By Deployment
      - 7.3.2.2.3. By Organization Size
      - 7.3.2.2.4. By Industry Vertical
  - 7.3.3. Mexico Big Data Security Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Solution Type
      - 7.3.3.2.2. By Deployment
      - 7.3.3.2.3. By Organization Size
      - 7.3.3.2.4. By Industry Vertical

## **8. ASIA-PACIFIC BIG DATA SECURITY MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Solution Type

- 8.2.2. By Deployment
- 8.2.3. By Organization Size
- 8.2.4. By Industry Vertical
- 8.2.5. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Big Data Security Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Solution Type
      - 8.3.1.2.2. By Deployment
      - 8.3.1.2.3. By Organization Size
      - 8.3.1.2.4. By Industry Vertical
  - 8.3.2. India Big Data Security Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Solution Type
      - 8.3.2.2.2. By Deployment
      - 8.3.2.2.3. By Organization Size
      - 8.3.2.2.4. By Industry Vertical
  - 8.3.3. Japan Big Data Security Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Solution Type
      - 8.3.3.2.2. By Deployment
      - 8.3.3.2.3. By Organization Size
      - 8.3.3.2.4. By Industry Vertical
  - 8.3.4. South Korea Big Data Security Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Solution Type
      - 8.3.4.2.2. By Deployment
      - 8.3.4.2.3. By Organization Size
      - 8.3.4.2.4. By Industry Vertical
  - 8.3.5. Australia Big Data Security Market Outlook
    - 8.3.5.1. Market Size & Forecast

- 8.3.5.1.1. By Value
- 8.3.5.2. Market Share & Forecast
  - 8.3.5.2.1. By Solution Type
  - 8.3.5.2.2. By Deployment
  - 8.3.5.2.3. By Organization Size
  - 8.3.5.2.4. By Industry Vertical
- 8.3.6. Singapore Big Data Security Market Outlook
  - 8.3.6.1. Market Size & Forecast
    - 8.3.6.1.1. By Value
  - 8.3.6.2. Market Share & Forecast
    - 8.3.6.2.1. By Solution Type
    - 8.3.6.2.2. By Deployment
    - 8.3.6.2.3. By Organization Size
    - 8.3.6.2.4. By Industry Vertical
- 8.3.7. Malaysia Big Data Security Market Outlook
  - 8.3.7.1. Market Size & Forecast
    - 8.3.7.1.1. By Value
  - 8.3.7.2. Market Share & Forecast
    - 8.3.7.2.1. By Solution Type
    - 8.3.7.2.2. By Deployment
    - 8.3.7.2.3. By Organization Size
    - 8.3.7.2.4. By Industry Vertical

## **9. EUROPE BIG DATA SECURITY MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Solution Type
  - 9.2.2. By Deployment
  - 9.2.3. By Organization Size
  - 9.2.4. By Industry Vertical
  - 9.2.5. By Country
- 9.3. Europe: Country Analysis
  - 9.3.1. Germany Big Data Security Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Solution Type

- 9.3.1.2.2. By Deployment
- 9.3.1.2.3. By Organization Size
- 9.3.1.2.4. By Industry Vertical
- 9.3.2. United Kingdom Big Data Security Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Solution Type
    - 9.3.2.2.2. By Deployment
    - 9.3.2.2.3. By Organization Size
    - 9.3.2.2.4. By Industry Vertical
- 9.3.3. France Big Data Security Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Solution Type
    - 9.3.3.2.2. By Deployment
    - 9.3.3.2.3. By Organization Size
    - 9.3.3.2.4. By Industry Vertical
- 9.3.4. Russia Big Data Security Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Solution Type
    - 9.3.4.2.2. By Deployment
    - 9.3.4.2.3. By Organization Size
    - 9.3.4.2.4. By Industry Vertical
- 9.3.5. Spain Big Data Security Market Outlook
  - 9.3.5.1. Market Size & Forecast
    - 9.3.5.1.1. By Value
  - 9.3.5.2. Market Share & Forecast
    - 9.3.5.2.1. By Solution Type
    - 9.3.5.2.2. By Deployment
    - 9.3.5.2.3. By Organization Size
    - 9.3.5.2.4. By Industry Vertical
- 9.3.6. Belgium Big Data Security Market Outlook
  - 9.3.6.1. Market Size & Forecast
    - 9.3.6.1.1. By Value
  - 9.3.6.2. Market Share & Forecast

- 9.3.6.2.1. By Solution Type
- 9.3.6.2.2. By Deployment
- 9.3.6.2.3. By Organization Size
- 9.3.6.2.4. By Industry Vertical
- 9.3.7. Italy Big Data Security Market Outlook
  - 9.3.7.1. Market Size & Forecast
    - 9.3.7.1.1. By Value
  - 9.3.7.2. Market Share & Forecast
    - 9.3.7.2.1. By Solution Type
    - 9.3.7.2.2. By Deployment
    - 9.3.7.2.3. By Organization Size
    - 9.3.7.2.4. By Industry Vertical

## **10. SOUTH AMERICA BIG DATA SECURITY MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Solution Type
  - 10.2.2. By Deployment
  - 10.2.3. By Organization Size
  - 10.2.4. By Industry Vertical
  - 10.2.5. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Big Data Security Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Solution Type
      - 10.3.1.2.2. By Deployment
      - 10.3.1.2.3. By Organization Size
      - 10.3.1.2.4. By Industry Vertical
  - 10.3.2. Argentina Big Data Security Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Solution Type
      - 10.3.2.2.2. By Deployment
      - 10.3.2.2.3. By Organization Size

- 10.3.2.2.4. By Industry Vertical
- 10.3.3. Colombia Big Data Security Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Solution Type
    - 10.3.3.2.2. By Deployment
    - 10.3.3.2.3. By Organization Size
    - 10.3.3.2.4. By Industry Vertical
- 10.3.4. Peru Big Data Security Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Solution Type
    - 10.3.4.2.2. By Deployment
    - 10.3.4.2.3. By Organization Size
    - 10.3.4.2.4. By Industry Vertical
- 10.3.5. Chile Big Data Security Market Outlook
  - 10.3.5.1. Market Size & Forecast
    - 10.3.5.1.1. By Value
  - 10.3.5.2. Market Share & Forecast
    - 10.3.5.2.1. By Solution Type
    - 10.3.5.2.2. By Deployment
    - 10.3.5.2.3. By Organization Size
    - 10.3.5.2.4. By Industry Vertical

## **11. MIDDLE EAST & AFRICA BIG DATA SECURITY MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Solution Type
  - 11.2.2. By Deployment
  - 11.2.3. By Organization Size
  - 11.2.4. By Industry Vertical
  - 11.2.5. By Country
- 11.3. Middle East & Africa: Country Analysis
  - 11.3.1. Saudi Arabia Big Data Security Market Outlook
    - 11.3.1.1. Market Size & Forecast

- 11.3.1.1.1. By Value
- 11.3.1.2. Market Share & Forecast
  - 11.3.1.2.1. By Solution Type
  - 11.3.1.2.2. By Deployment
  - 11.3.1.2.3. By Organization Size
  - 11.3.1.2.4. By Industry Vertical
- 11.3.2. South Africa Big Data Security Market Outlook
  - 11.3.2.1. Market Size & Forecast
    - 11.3.2.1.1. By Value
  - 11.3.2.2. Market Share & Forecast
    - 11.3.2.2.1. By Solution Type
    - 11.3.2.2.2. By Deployment
    - 11.3.2.2.3. By Organization Size
    - 11.3.2.2.4. By Industry Vertical
- 11.3.3. UAE Big Data Security Market Outlook
  - 11.3.3.1. Market Size & Forecast
    - 11.3.3.1.1. By Value
  - 11.3.3.2. Market Share & Forecast
    - 11.3.3.2.1. By Solution Type
    - 11.3.3.2.2. By Deployment
    - 11.3.3.2.3. By Organization Size
    - 11.3.3.2.4. By Industry Vertical
- 11.3.4. Israel Big Data Security Market Outlook
  - 11.3.4.1. Market Size & Forecast
    - 11.3.4.1.1. By Value
  - 11.3.4.2. Market Share & Forecast
    - 11.3.4.2.1. By Solution Type
    - 11.3.4.2.2. By Deployment
    - 11.3.4.2.3. By Organization Size
    - 11.3.4.2.4. By Industry Vertical
- 11.3.5. Turkey Big Data Security Market Outlook
  - 11.3.5.1. Market Size & Forecast
    - 11.3.5.1.1. By Value
  - 11.3.5.2. Market Share & Forecast
    - 11.3.5.2.1. By Solution Type
    - 11.3.5.2.2. By Deployment
    - 11.3.5.2.3. By Organization Size
    - 11.3.5.2.4. By Industry Vertical

## **12. MARKET DYNAMICS**

### 12.1. Drivers

- 12.1.1. Rising Demand for Cloud Deployment
- 12.1.2. Global Cyberattacks Are Increasing
- 12.1.3. Rising Digital Data Production Trends

### 12.2. Challenges

- 12.2.1. Amount of data to be analyzed
- 12.2.2. Changing environments of big data technology

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Increase in awareness about the significance of data privacy
- 13.2. Rise In Technological Development
- 13.3. Government Initiatives
- 13.4. Adoption of AI and ML
- 13.5. Demand for Data Analytics

## **14. COMPANY PROFILES**

### 14.1. IBM Corporation

- 14.1.1. Business Overview
- 14.1.2. Key Revenue and Financials (If Available)
- 14.1.3. Recent Developments
- 14.1.4. Key Personnel
- 14.1.5. Key Product/Services
- 14.1.6. SWOT Analysis

### 14.2. Oracle Corporation

- 14.2.1. Business Overview
- 14.2.2. Key Revenue and Financials (If Available)
- 14.2.3. Recent Developments
- 14.2.4. Key Personnel
- 14.2.5. Key Product/Services

### 14.3. Microsoft Corporation

- 14.3.1. Business Overview
- 14.3.2. Key Revenue and Financials (If Available)
- 14.3.3. Recent Developments
- 14.3.4. Key Personnel
- 14.3.5. Key Product/Services



- 14.4. Google LLC
  - 14.4.1. Business Overview
  - 14.4.2. Key Revenue and Financials (If Available)
  - 14.4.3. Recent Developments
  - 14.4.4. Key Personnel
  - 14.4.5. Key Product/Services
- 14.5. Amazon Web Services Inc.
  - 14.5.1. Business Overview
  - 14.5.2. Key Revenue and Financials (If Available)
  - 14.5.3. Recent Developments
  - 14.5.4. Key Personnel
  - 14.5.5. Key Product/Services
- 14.6. Hewlett Packard Enterprise Company
  - 14.6.1. Business Overview
  - 14.6.2. Key Revenue and Financials (If Available)
  - 14.6.3. Recent Developments
  - 14.6.4. Key Personnel
  - 14.6.5. Key Product/Services
- 14.7. Talend
  - 14.7.1. Business Overview
  - 14.7.2. Key Revenue and Financials (If Available)
  - 14.7.3. Recent Developments
  - 14.7.4. Key Personnel
  - 14.7.5. Key Product/Services
- 14.8. Micro Focus Plc
  - 14.8.1. Business Overview
  - 14.8.2. Key Revenue and Financials (If Available)
  - 14.8.3. Recent Developments
  - 14.8.4. Key Personnel
  - 14.8.5. Key Product/Services
- 14.9. Checkpoint Software Technologies Inc
  - 14.9.1. Business Overview
  - 14.9.2. Key Revenue and Financials (If Available)
  - 14.9.3. Recent Developments
  - 14.9.4. Key Personnel
  - 14.9.5. Key Product/Services
- 14.10. Fireeye Inc.
  - 14.10.1. Business Overview
  - 14.10.2. Key Revenue and Financials (If Available)

14.10.3. Recent Developments

14.10.4. Key Personnel

14.10.5. Key Product/Services

## **15. STRATEGIC RECOMMENDATIONS**

15.1. Key focus on Asia Pasific Region

15.2. Key focus towards IT & Telecom Industry

## **16. ABOUT US & DISCLAIMER**

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