

# **Cloud-based Email Security Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Deployment Model (Public, Private, Hybrid), By End-user Industry (BFSI, Government, IT and Telecommunications, Retail), By Region, and By Competition**

<https://marketpublishers.com/r/CD8617A2EEE2EN.html>

Date: October 2023

Pages: 188

Price: US\$ 4,900.00 (Single User License)

ID: CD8617A2EEE2EN

## **Abstracts**

In 2022, the Global Cloud-based Email Security Market reached a valuation of USD 912 million, and it is set to continue its growth trajectory at a rate of 9.4% throughout the forecast period. This market is experiencing significant expansion as organizations worldwide increasingly recognize the critical importance of safeguarding their email communications against the constantly evolving landscape of cyber threats.

Email has become a primary target for cyberattacks, prompting a surge in demand for email security solutions that are both robust and scalable. Cloud-based email security solutions have risen to prominence due to their ability to provide advanced threat protection, data encryption, spam filtering, and real-time threat intelligence. These features make them essential tools for protecting sensitive information and ensuring uninterrupted business operations.

Furthermore, the scalability and cost-effectiveness of cloud-based email security solutions have made them an attractive choice for organizations of all sizes. They can adapt to fluctuating email volumes and emerging threats without necessitating substantial infrastructure investments. As the trends of remote work and digital communication continue to gain traction, cloud-based email security solutions play a pivotal role in securing email communications, mitigating the risk of data breaches, and ensuring compliance with data protection regulations.

With the ongoing need for robust email protection in an increasingly digital and interconnected business landscape, the Global Cloud-based Email Security Market is poised for sustained growth. Organizations recognize that safeguarding their email communications is essential in maintaining the security and integrity of their operations.

## Key Market Drivers

### Increasing Cybersecurity Threats and Email-based Attacks

The rapid advancement of technology has brought about numerous benefits, but it has also given rise to a new breed of threats in the form of cyber-attacks. In recent years, the frequency and sophistication of these attacks have increased exponentially, posing significant risks to individuals and organizations alike. One area that has been particularly vulnerable to such attacks is email communication. Cybercriminals have become adept at exploiting vulnerabilities in email systems to gain unauthorized access, steal sensitive information, and disrupt business operations. As a result, the demand for robust email security solutions has skyrocketed, leading to the growth of the global cloud-based email security market. One of the key factors driving the expansion of this market is the escalating number of cybersecurity threats. With each passing day, hackers are devising new techniques to breach email systems and exploit unsuspecting users. Phishing attacks, for instance, have become increasingly sophisticated, with cybercriminals using social engineering tactics to trick individuals into divulging sensitive information or clicking on malicious links. These attacks can have severe consequences, ranging from financial losses to reputational damage. As a result, organizations are recognizing the need for comprehensive email security solutions that can detect and prevent such threats. Furthermore, email-based attacks have become a preferred method for cybercriminals to infiltrate organizations and launch more sophisticated attacks. Once they gain access to an email account, hackers can use it as a launching pad for various malicious activities, such as spreading malware, conducting spear-phishing campaigns, or even initiating ransomware attacks. The potential impact of such breaches is immense, as they can compromise sensitive data, disrupt business operations, and lead to significant financial losses. Consequently, businesses are increasingly investing in cloud-based email security solutions that can provide advanced threat detection and prevention capabilities. The adoption of cloud-based email security solutions is also driven by the need for scalability and flexibility. Traditional on-premises email security systems often struggle to keep up with the rapidly evolving threat landscape. They require constant updates and maintenance, which can be time-consuming and resource-intensive. In contrast, cloud-based solutions offer the

advantage of scalability, allowing organizations to easily scale their email security infrastructure based on their needs. Additionally, cloud-based solutions provide greater flexibility, enabling users to access their emails securely from any location and device.

### Cost-effectiveness and Scalability

Cost-effectiveness and scalability are fundamental drivers propelling the expansion of the Global Cloud-based Email Security Market. Organizations are increasingly drawn to cloud-based email security solutions due to their economically advantageous model. Unlike traditional on-premises security systems, which often require significant upfront investments in hardware, software, and maintenance, cloud-based solutions offer a pay-as-you-go approach, allowing businesses to scale their security infrastructure in line with their actual needs. This not only reduces initial costs but also eliminates the burden of over-provisioning resources. Furthermore, cloud-based email security providers leverage economies of scale, making advanced security features and threat intelligence accessible to businesses of all sizes. This democratization of security capabilities allows organizations to bolster their email security defenses without breaking the bank. Additionally, the scalability of cloud-based solutions ensures that companies can adapt to evolving email threats and increasing volumes of communication seamlessly. As businesses navigate the dynamic landscape of cybersecurity, the cost-effectiveness and scalability inherent to cloud-based email security solutions make them an attractive choice, empowering organizations to protect their email communications effectively while optimizing their budgetary and operational resources.

### Simplified Management and Maintenance

Simplified management and maintenance are crucial factors driving the growth of the Global Cloud-based Email Security Market. Organizations increasingly opt for cloud-based email security solutions due to their ease of use and streamlined management capabilities. Unlike traditional on-premises solutions, cloud-based offerings require minimal hardware and software installations, reducing the burden on IT departments. This simplicity extends to updates and maintenance, as cloud-based providers handle patches, upgrades, and system optimizations, ensuring that security measures are consistently up-to-date without imposing additional tasks on internal IT teams. Furthermore, cloud-based solutions offer centralized management dashboards that provide real-time visibility into email security threats, enabling quick responses to potential breaches. This simplified approach not only enhances security but also allows organizations to allocate their IT resources more strategically, focusing on core business initiatives rather than routine email security maintenance. As businesses

continue to grapple with a dynamic threat landscape, the streamlined management and maintenance offered by cloud-based email security solutions are driving their adoption, providing robust protection while easing the operational burden on IT departments.

### Integration with Existing Email Infrastructure

Integration with existing email infrastructure plays a pivotal role in driving the global cloud-based email security market. As organizations increasingly rely on cloud-based solutions to manage their email systems, the need for robust security measures becomes paramount. Cloud-based email security solutions offer a range of benefits, including enhanced threat detection, data loss prevention, and email encryption. However, the successful adoption of these solutions hinges on their seamless integration with existing email infrastructure. One key advantage of integrating cloud-based email security with existing infrastructure is the ability to leverage existing email systems and workflows. Many organizations have invested significant resources in building and maintaining their email infrastructure, including email servers, client applications, and user management systems. By integrating cloud-based email security solutions with these existing systems, organizations can avoid the need for a complete overhaul of their email infrastructure. This not only saves time and resources but also minimizes disruption to daily operations. Furthermore, integration enables organizations to centralize their email security management. With cloud-based solutions, organizations can consolidate their email security controls and policies into a single platform. This centralized approach simplifies administration and allows for consistent enforcement of security measures across the organization. Administrators can easily configure and manage security settings, monitor email traffic, and respond to threats in real-time. This level of control and visibility is crucial in today's rapidly evolving threat landscape. Integration also facilitates seamless collaboration and communication across different email platforms. In today's interconnected business environment, organizations often need to exchange emails with external partners, suppliers, and customers who may be using different email systems. Cloud-based email security solutions that integrate with existing infrastructure ensure that security measures are applied consistently, regardless of the email platform being used. This interoperability fosters trust and confidence in email communications, enabling organizations to conduct business securely and efficiently.

### Key Market Challenges

#### Evolution of Cyber Threats

The Global Cloud-based Email Security Market faces a significant challenge in keeping up with the ever-evolving landscape of cyber threats. As technology advances, so do the tactics employed by malicious actors seeking to exploit vulnerabilities in email systems. These threats include sophisticated phishing attacks, ransomware, and email spoofing, among others. To address this challenge, cloud-based email security providers must continuously innovate and develop robust solutions that can detect and mitigate these evolving threats effectively. This requires substantial investments in research and development to stay ahead of cybercriminals and provide customers with reliable protection against emerging risks.

### Data Privacy and Compliance

Data privacy and compliance regulations present a critical challenge for the Global Cloud-based Email Security Market. As organizations increasingly rely on cloud-based email services to handle sensitive information, they must ensure that their data is adequately protected and that they comply with relevant privacy laws and regulations. This challenge is particularly pronounced in industries such as healthcare, finance, and government, where strict data protection requirements exist. Cloud-based email security providers must demonstrate their ability to safeguard customer data, implement robust encryption measures, and adhere to industry-specific compliance standards. Failure to address these concerns can result in reputational damage, legal consequences, and loss of customer trust.

### Integration Complexity

Integrating cloud-based email security solutions into existing IT infrastructure poses a significant challenge for organizations. Many businesses have complex IT environments with multiple systems and applications, making seamless integration a complex endeavor. Cloud-based email security providers must offer solutions that can integrate smoothly with various email platforms, such as Microsoft Exchange, Gmail, and Office 365, while ensuring minimal disruption to existing workflows. This requires comprehensive compatibility testing, documentation, and support to assist organizations in successfully implementing and integrating cloud-based email security solutions into their infrastructure.

### User Awareness and Training

Despite the availability of advanced cloud-based email security solutions, human error remains a significant vulnerability. Employees often unknowingly engage in risky

behaviors, such as clicking on malicious links or downloading infected attachments, which can compromise the security of an organization's email system. Addressing this challenge requires a comprehensive approach that includes user awareness and training programs. Cloud-based email security providers must collaborate with organizations to educate employees about common email threats, best practices for email security, and how to identify and report suspicious emails. By empowering users with the knowledge and skills to recognize and respond to potential threats, organizations can significantly enhance their overall email security posture.

### Scalability and Performance

As the volume of email traffic continues to increase, scalability and performance become critical challenges for cloud-based email security providers. Organizations rely on efficient and reliable email systems to communicate and collaborate effectively. Cloud-based email security solutions must be capable of handling high volumes of incoming and outgoing emails without compromising performance or causing delays. Providers must invest in robust infrastructure, advanced algorithms, and scalable architectures to ensure that their solutions can handle the demands of organizations of all sizes. Additionally, continuous monitoring and optimization are necessary to maintain optimal performance levels and adapt to changing email usage patterns.

### Key Market Trends

#### Cloud-based Email Security

The Global Cloud-based Email Security Market is experiencing a significant transformation driven by several key trends that are shaping the industry landscape. One of the prominent trends is the increasing adoption of cloud-based email security solutions. As organizations continue to migrate their email systems to the cloud, the need for robust security measures becomes paramount. Cloud-based email security offers a range of benefits, including enhanced threat detection and prevention, simplified management, scalability, and cost-effectiveness. These solutions leverage advanced technologies such as artificial intelligence and machine learning to analyze email traffic, identify and block malicious content, and protect against phishing attacks, malware, and data breaches. The growing awareness of the importance of email security, coupled with the advantages offered by cloud-based solutions, is driving the demand for these services across various industries.

#### Rapidly Evolving Threat Landscape

Another key trend shaping the Global Cloud-based Email Security Market is the continuously evolving threat landscape. Cybercriminals are becoming increasingly sophisticated in their tactics, constantly developing new techniques to bypass traditional security measures. This dynamic environment necessitates robust and adaptive email security solutions that can effectively detect and mitigate emerging threats. Cloud-based email security providers are continuously updating their systems to stay ahead of evolving threats, leveraging threat intelligence, behavioral analysis, and real-time monitoring to detect and respond to new attack vectors. The ability to provide proactive protection against emerging threats is a crucial factor driving the adoption of cloud-based email security solutions.

### Regulatory Compliance and Data Privacy

Regulatory compliance and data privacy regulations are exerting a significant influence on the Global Cloud-based Email Security Market. Organizations across various industries are subject to stringent data protection regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). These regulations require organizations to implement robust security measures to protect sensitive data, including emails containing personal and confidential information. Cloud-based email security solutions offer features such as encryption, data loss prevention, and secure archiving, helping organizations meet regulatory requirements and safeguard sensitive data. The increasing focus on data privacy and compliance is driving the adoption of cloud-based email security solutions as organizations strive to protect their reputation and avoid costly penalties.

### Integration with Collaboration Tools

Integration with collaboration tools is another significant trend in the Global Cloud-based Email Security Market. As organizations increasingly rely on collaboration platforms such as Microsoft Office 365 and Google Workspace, the need for seamless integration between email security and these tools becomes crucial. Cloud-based email security solutions are designed to integrate seamlessly with popular collaboration platforms, providing comprehensive protection for email communications within these environments. This integration ensures that organizations can leverage the full functionality of collaboration tools while maintaining robust security measures to protect against email-based threats. The demand for integrated email security solutions is expected to grow as more organizations embrace collaboration platforms for enhanced productivity and communication.

## Segmental Insights

### Deployment Model Insights

In 2022, the global cloud-based email security market witnessed significant growth, with the private deployment model dominating the segment. Private deployment refers to the implementation of cloud-based email security solutions within an organization's own infrastructure, providing exclusive control and customization options. This dominance can be attributed to several factors. Firstly, private deployment offers enhanced security and data privacy, which are critical concerns for organizations dealing with sensitive information. By keeping the email security infrastructure within their own network, companies can ensure that their data remains protected from external threats. Secondly, private deployment allows organizations to have greater control over their email security policies and configurations. This level of customization enables them to align the solution with their specific requirements and compliance standards. Additionally, private deployment models often provide better integration capabilities with existing IT infrastructure, allowing for seamless implementation and management. These advantages have made private deployment the preferred choice for many enterprises across various industries. Looking ahead, it is expected that private deployment will continue to dominate the global cloud-based email security market during the forecast period. The increasing adoption of cloud-based email security solutions by large enterprises, government organizations, and industries with stringent data protection regulations will contribute to this sustained dominance. Furthermore, the growing awareness about the importance of email security and the rising number of cyber threats are expected to drive the demand for private deployment models in the coming years.

### End-user Industry Insights

In 2022, the BFSI (Banking, Financial Services, and Insurance) sector emerged as the dominant end-user industry in the Global Cloud-based Email Security Market, and it is expected to maintain its dominance during the forecast period. The BFSI sector places a paramount emphasis on data security and compliance due to the highly sensitive nature of financial transactions and customer information. Cloud-based email security solutions offer the BFSI industry a robust defense against phishing attacks, ransomware, and other email-borne threats while ensuring compliance with stringent regulatory requirements such as GDPR and HIPAA. Additionally, these solutions provide scalability to accommodate the growing volume of digital communication within



the sector. As cyber threats evolve in sophistication, the BFSI industry's reliance on cloud-based email security is expected to intensify to safeguard its critical data and maintain customer trust. Consequently, this sector will continue to drive the growth of the Global Cloud-based Email Security Market in the foreseeable future as financial institutions seek comprehensive and scalable email security solutions to protect their operations and customers from emerging threats.

## Regional Insights

In 2022, the global cloud-based email security market witnessed significant growth and was dominated by the North America region. North America accounted for the largest market share in terms of revenue and is expected to maintain its dominance during the forecast period. Several factors contributed to the region's dominance in the market. Firstly, North America has a highly developed IT infrastructure and a large number of organizations that heavily rely on email communication for their day-to-day operations. This has led to a high demand for robust email security solutions to protect sensitive information from cyber threats. Additionally, the region is home to several major cloud service providers and cybersecurity companies that offer advanced email security solutions. These companies have been investing heavily in research and development to enhance their offerings and stay ahead in the market. Moreover, North America has stringent data protection regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), which have compelled organizations to adopt secure email solutions to comply with these regulations. Furthermore, the increasing number of cyberattacks and data breaches in the region has raised awareness about the importance of email security among organizations, further driving the market growth. The presence of a large number of small, medium, and large enterprises across various industries, including banking, financial services, healthcare, and retail, has also contributed to the region's dominance. These organizations are increasingly adopting cloud-based email security solutions to safeguard their critical data and maintain business continuity. Overall, with its advanced IT infrastructure, strong regulatory framework, and growing awareness about cybersecurity, North America is expected to maintain its dominance in the global cloud-based email security market during the forecast period.

## Key Market Players

Cisco Systems Inc.

Proofpoint Inc.

Trend Micro Inc.

Fortinet Inc.

Broadcom Inc.

Forcepoint LLC

Mimecast Inc.

Sophos Group PLC

Dell Technologies Inc.

FireEye Inc.

#### Report Scope:

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

Global Cloud-based Email Security Market, By Deployment Model:

Public

Private

Hybrid

Global Cloud-based Email Security Market, By End-user Industry:

BFSI

Government

IT and Telecommunications

Retail

Global Cloud-based Email Security Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cloud-based Email Security Market.

Available Customizations:

Global Cloud-based Email 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).

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