

Cloud Endpoint Protection Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Solution (Antivirus, Firewall, Anti-Spyware, Anti-Phishing, Endpoint Application Control, Others), Services (Managed Services, Maintenance, Support & Training, Consulting & Integration)), By Organization Size (Small & Medium-Sized Enterprises, Large Enterprises), By End User (BFSI, IT & Telecom, Healthcare, Manufacturing, Education, Retail, Media & Entertainment, Government & Defense, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Cloud Endpoint Protection Market is expected to expand from USD 3.51 billion in 2025 to USD 8.74 billion by 2031, reflecting a compound annual growth rate of 16.42%. This sector focuses on securing various endpoints—such as mobile devices, laptops, virtual environments, and servers—that interface with cloud ecosystems, utilizing a centralized cloud infrastructure for security management. By replacing traditional on-premise systems, this methodology delivers unified monitoring, automated incident response, and real-time threat identification. Market expansion is primarily fueled by the growing frequency and complexity of cyber threats, the rise of remote and hybrid work environments that broaden attack surfaces, and the widespread integration of IoT and cloud computing. Emphasizing this trend, the Cloud Security Alliance noted in April 2025 that 76% of businesses were allocating larger budgets to SaaS security,

highlighting a strong commitment to safeguarding cloud-connected endpoints.

Conversely, a major hurdle restricting market growth is the worldwide scarcity of qualified cybersecurity experts, which makes it difficult to properly implement and oversee sophisticated endpoint security systems. As revealed in the (ISC)? 2025 Cybersecurity Workforce Study, 40% of surveyed professionals encountered AI-enhanced social engineering attacks, underscoring a rapidly changing threat environment that requires specialized knowledge. The current talent deficit frequently results in higher operational expenses and the underutilization of advanced security features within organizations.

Market Driver

The increasing frequency and complexity of cyber threats act as a primary catalyst for the Global Cloud Endpoint Protection Market. Businesses are navigating a continuously shifting risk environment where ransomware, phishing schemes, and advanced persistent threats frequently use endpoints to penetrate corporate networks. Cloud-based endpoint security provides essential real-time monitoring alongside advanced threat intelligence, allowing for faster detection and mitigation of these modern attacks. Reinforcing the financial impact of such threats, IBM's Cost of a Data Breach Report from July 2025 reported the global average expense of a data breach at USD 4.44 million.

Additionally, the rapid shift toward cloud computing and cloud-native applications serves as another major growth driver. Traditional perimeter security approaches fall short as companies transition their applications and infrastructure to the cloud, making cloud endpoint protection vital for enforcing uniform security policies across diverse and dynamic cloud platforms. According to the February 2026 Cloud Security Report, 62% of businesses anticipate boosting their cloud security budgets in the coming year, emphasizing the demand for integrated security solutions. Furthermore, ISACA reported in 2025 that ransomware (54%) and AI-driven social engineering (63%) were anticipated to be the most critical cyber threats in 2026, further cementing the necessity for robust cloud endpoint defenses.

Market Challenge

The widespread lack of proficient cybersecurity specialists serves as a major barrier to the advancement of the Cloud Endpoint Protection Market. Companies often struggle to properly implement and maintain complex cloud-based security platforms because they

lack the necessary in-house expertise. This shortage of skilled professionals directly leads to weakened security frameworks; for example, the (ISC)? 2025 Cybersecurity Workforce Study released in December 2025 revealed that 88% of businesses suffered at least one severe cybersecurity incident over the past year due to a lack of necessary skills.

Moreover, the ongoing difficulty in hiring and keeping skilled workers means that organizations may purchase cloud endpoint protection tools without fully leveraging their advanced features. The ENISA NIS Investments 2025 report from December 2025 highlighted this issue, showing that 75% of European Union organizations struggled to recruit appropriate cybersecurity talent, while 71% faced challenges in staff retention. This severe workforce shortage delays system deployments, diminishes the speed of threat mitigation, and adds to operational complexity, ultimately obstructing the broader integration of advanced cloud endpoint security solutions.

Market Trends

The incorporation of Machine Learning (ML) and Artificial Intelligence (AI) into endpoint protection marks a major advancement in cybersecurity, shifting the focus from traditional signature-based detection to the proactive prediction and prevention of sophisticated threats. These modern capabilities allow cloud-based security tools to monitor behavioral patterns, spot irregularities, and execute automated responses instantly, vastly improving an organization's resilience against complex cyberattacks. By continuously adapting to emerging threat vectors, AI and ML establish a more robust defense system for decentralized endpoints. Highlighting this benefit, an August 2025 article by CMIT Solutions titled 'AI Endpoint Protection: Is it the Future?' noted that companies utilizing AI-driven endpoint security achieved up to 40% better cost efficiency than those relying on conventional tools.

Another crucial trend influencing the industry is the transition toward Unified Extended Detection and Response (XDR) architectures. XDR platforms integrate security data from multiple origins—such as emails, cloud networks, endpoints, and traditional networks—into one streamlined system. This centralized strategy grants organizations complete visibility over their digital environments, facilitating superior threat correlation and faster incident resolution compared to fragmented security applications. Adopting XDR streamlines security management, minimizes alert fatigue, and improves the overall efficiency of threat identification and resolution in complex cloud setups. Supporting this trend, PatentPC's March 2026 report 'SIEM & XDR Adoption: What the Numbers Say' indicated that 72% of companies are scaling up their investments in XDR

solutions.

Key Market Players

S.C. BITDEFENDER S.R.L

CrowdStrike, Inc

Microsoft Corporation

SentinelOne Inc.

AO Kaspersky Lab

Sophos Ltd

Broadcom Inc

Cisco Systems Inc.

McAfee LLC

Trend Micro Inc.

Report Scope

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

Cloud Endpoint Protection Market, By Component

Solution

Services

Cloud Endpoint Protection Market, By Organization Size

Small & Medium-Sized Enterprises

Large Enterprises

Cloud Endpoint Protection Market, By End User

BFSI

IT & Telecom

Healthcare

Manufacturing

Education

Retail

Media & Entertainment

Government & Defense

Others

Cloud Endpoint Protection 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

Cloud Endpoint Protection Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented B...

Cloud Endpoint Protection Market.

Available Customizations:

Global Cloud Endpoint Protection 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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