

Data Centric Security Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented by Deployment Type (On-Premises, Cloud-Based) By Component (Software, Hardware, Services), By End-User Industry (Retail, IT and Telecom, Healthcare, Banking, Financial Services, and Insurance (BFSI), Manufacturing and Industrial, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Data Centric Security Market has experienced tremendous growth in recent years and is poised to continue its strong expansion. The Data Centric Security Market reached a value of USD 4.68 billion in 2022 and is projected to maintain a compound annual growth rate of 23.66% through 2028.

The Global Data Centric Security market has seen tremendous growth in recent years as organizations increasingly leverage technologies like AI, IoT and wearables to gain insights and automate processes. Powered by advancements in data processing and analytics capabilities, businesses are finding new ways to optimize security operations, engage talent, and enhance customer experiences while ensuring data privacy and regulatory compliance.

One major area of adoption is in talent management and workforce security. Platforms utilizing data analytics and AI in devices can now provide unprecedented visibility into employee behaviors and detect anomalies in real-time. Tools like wearables equipped with data analytics capabilities allow companies to continuously monitor employees and flag any non-compliant activities or data breaches. These user behavior analytics helps

address challenges such as fraud prevention, insider threats and regulatory compliance. Financial institutions and governments have been early adopters of these technologies.

As remote and hybrid work models become prevalent, data-driven oversight of global operations is more crucial. Leading companies are leveraging analytics from distributed endpoint data and AI-powered tools to streamline collaboration between teams while maintaining data security. This enables more effective engagement of remote employees and ensures protection of customer data.

Data analytics providers continue investing heavily in predictive modeling, data integration, and user-friendly solutions. This will allow even greater value from tools going forward in applications such as predictive threat detection, optimized access control, and personalized digital services for customers with built-in security and privacy controls.

The workforce security and customer experience markets remain strong growth opportunities for data analytics vendors as tools integrate more advanced capabilities. This fuels personalized insights and automated processes addressing evolving security, privacy and compliance needs in an increasingly digital world. The global data centric security market outlook remains positive.

Key Market Drivers

Rise of Remote Work Culture

One of the major drivers propelling the growth of the global data centric security market is the rise of the remote work culture accelerated by the COVID-19 pandemic. With more employees working outside traditional office setups, organizations face new challenges in securing sensitive data access and monitoring employee activities. Data centric security solutions help companies address these issues by providing centralized visibility and control over user behaviors and data access regardless of location. Technologies like single sign-on, data loss prevention, encryption etc. ensure secure access to applications and sensitive files from any device or network. As hybrid work models become the new normal, the need for robust data centric security solutions will continue to increase to protect corporate resources from both internal and external threats. This remote work driver is expected to significantly contribute to the projected rise in market revenues.

Increasing Reliance on Cloud and Mobile Technologies

Widespread adoption of cloud computing and mobile technologies by enterprises has also emerged as a key driver for data centric security market growth. Migration of workloads and data storage to public and hybrid cloud models has created new vulnerabilities. At the same time, the widespread use of personal devices for work purposes introduces further risks. Data centric security platforms provide unified control and visibility across cloud and mobile endpoints. Features such as mobile device management, cloud access security brokers, and cloud data loss prevention help secure access to apps and sensitive data stored in cloud environments from a variety of personal and non-personal devices. As cloud and mobile-first strategies become integral to digital transformation goals, the need for robust data security will continue propelling market revenues.

Stringent Data Privacy and Compliance Regulations

Stringent global data privacy and security compliance mandates such as GDPR in Europe and CCPA in the US have also boosted demand for data centric security solutions. Regulations such as these impose hefty fines on businesses for non-compliance or data breaches. This has driven organizations across industries to implement robust security controls for ensuring privacy and regulatory adherence. Data centric platforms play a vital role in addressing compliance needs through features like access control, encryption, security audits, and user behavior monitoring. As data privacy laws and compliance burdens continue to become more complex, investments in data centric security technologies are expected to significantly grow to minimize risks of regulatory penalties.

Key Market Challenges

Integrating Legacy Infrastructure

One of the key challenges restraining faster growth of the global data centric security market is the difficulty in integrating these solutions with existing legacy on-premise infrastructure. Many organizations have decades-old, complex IT environments comprising of numerous applications, databases, endpoints and network components from different eras. Retrofitting advanced data centric platforms optimized for cloud and mobile-first architectures onto legacy systems requires significant capital investments and manpower. It often involves costly and time-consuming modernization projects or maintaining dual setups. This leads to slower than anticipated return on investment and

adoption timelines. Integration challenges pose a particular hurdle for regulated industries with strict change control processes and industries relying on legacy mainframes. Overcoming compatibility issues to deliver seamless experience across hybrid environments remains an area vendors are focusing on to drive wider market acceptance.

Rise of Shadow IT and Unmanaged Devices

Another challenge is the proliferation of shadow IT and employee-owned unmanaged devices being used for work purposes. With work becoming mobile-centric, employees resort to using unsanctioned apps and personal devices without IT oversight. This expands the attack surface and makes it difficult for security teams to monitor and protect sensitive data accessed through such devices. At the same time, employees tend to be careless with security best practices on personal devices. Data centric platforms have limitations in gaining full visibility and control over shadow IT systems and personal endpoints. This significantly weakens security postures as these gaps are exploited by threats. Tackling shadow IT and securing the broadening perimeter have emerged as critical market challenges. Vendors are enhancing capabilities for Bring Your Own Device management and classifying unsanctioned apps to address this.

Key Market Trends

Growing Focus on Zero Trust Security

Traditional perimeter-based security is becoming obsolete in today's boundary-less digital environments. There is a growing industry trend of shifting to a zero trust approach that eliminates implicit trust and requires verification for every access attempt. Data centric security platforms are evolving to support zero trust frameworks through stricter access controls, advanced authentication and authorization mechanisms. Vendors are enhancing products with zero trust network access, micro-segmentation, and security service edge capabilities. Technologies like device posture assessment, risk-adaptive authentication, and just-in-time access are being integrated to follow the zero trust principle of 'never trust, always verify'. As remote work grows, zero trust adoption is expected to surge due to its ability to securely enable access from any location. Major players are aggressively investing in zero trust research to gain leadership in this evolving space.

Rise of Data-Centric AI and Analytics

With data emerging as the most valuable asset, there is a rising trend of leveraging AI, machine learning and analytics at the core of data security strategies. Data centric platforms are augmenting traditional rule-based controls with AI-powered user and entity behavioral analytics, predictive threat detection, automated risk assessment and response capabilities. Vendors are developing self-learning models for continuous user profiling to detect anomalies and advanced persistent threats. AI is also being applied to automate classification of sensitive data, recommend access policies and enable proactive risk mitigation. As AI chipset capabilities advance, next-gen data security platforms will increasingly rely on data-centric AI to gain deeper insights, optimize processes and autonomously respond to risks through autonomous response, forensics and remediation.

Increasing Focus on Data Privacy and Sovereignty

Stringent global privacy laws and the need for data sovereignty are driving organizations to re-evaluate data security strategies with an emphasis on privacy. There is a growing industry trend of implementing privacy by design principles through technical and organizational measures. Data centric platforms are enhancing features for privacy-focused capabilities like privacy impact assessments, consent management, data minimization, lawful surveillance controls, privacy dashboards and customized privacy policies. Vendors are also focusing on privacy-enhancing technologies such as differential privacy, anonymization and encryption to ensure compliance. Regional data storage and processing is gaining prominence to adhere to data residency rules. As privacy regulations tighten, this trend of integrating strong privacy controls at the core of data security products and services will continue to accelerate.

Segmental Insights

Deployment Type Insights

The cloud-based segment dominated the global data centric security market in 2022 and is expected to maintain its dominance during the forecast period. With a large share of over 60%, the cloud-based deployment type led the overall market in 2022. Cloud-based data centric security solutions offer various advantages over the on-premises type including low upfront costs, scalability, easy maintenance, and remote management capabilities. These benefits have accelerated the adoption of cloud-based data security platforms among organizations.

As businesses increasingly migrate their infrastructure and applications to public,

private and hybrid cloud environments, the need for cloud-native data security controls also rises. Cloud-based data centric platforms provide unified visibility and control over data stored, managed and processed across different cloud services and platforms through features like cloud access security brokers, cloud data loss prevention, cloud encryption etc. They ensure regulatory compliance and protection of sensitive data stored in cloud repositories. The flexibility and scalability of cloud-based models also help organizations address dynamic security needs based on changing cloud footprints, workloads and data volumes. With the continued growth of cloud computing, the cloud-based deployment segment is expected to maintain its dominance in the data centric security market during the forecast period.

Component Insights

The software segment dominated the global data centric security market in 2022 and is expected to maintain its dominance during the forecast period. Accounting for over 70% share of the market, the software component led the overall landscape in 2022. Data centric security software provides various core functionalities like data discovery and classification, access control, encryption, tokenization, activity monitoring, threat detection, and auditing & reporting. These capabilities enable organizations to gain visibility into sensitive data, enforce granular security policies, detect anomalies and ensure ongoing compliance.

As data volumes grow exponentially, the need for advanced software to manage data security rises significantly. Data centric security software solutions are also being augmented with capabilities like AI, analytics, automation and orchestration to address evolving business needs. The rising adoption of cloud-based deployment models also drives the software market as cloud security platforms primarily rely on software controls. Furthermore, data centric security software provides flexibility to add new features through regular updates and upgrades without incurring additional hardware costs. With continued digital transformation driving greater reliance on data-driven strategies, demand for feature-rich data security software solutions is expected to surge. Growing investments by vendors to develop innovative software-defined data security controls will further help this segment maintain its leading position during the forecast period.

Regional Insights

The North American region dominated the global data centric security market in 2022 and is expected to maintain its dominance during the forecast period. Accounting for

over 35% of the global market share, North America led the overall regional landscape in 2022.

The presence of major data centric security vendors and early adoption of advanced technologies by organizations in the region has driven the North American market. Stringent data privacy and security compliance regulations such as GDPR and CCPA have accelerated security investments across industries. Furthermore, large enterprises across verticals like BFSI, healthcare and government rely on data-driven strategies for digital transformation, fueling security spend.

Additionally, the rapid shift to remote work culture during the pandemic has increased the need for robust data security controls. As cloud adoption grows in North America, demand for cloud-native data security platforms is also surging to secure workloads and data stored in public clouds. With continued technological innovations and focus on R&D by prominent vendors, the North American region is well-positioned to maintain its leading position in the global market during the forecast period. Some other factors supporting market dominance include the high penetration of connected devices and IoT, growing BYOD trend, and increasing investments in data analytics. The presence of major headquarters of global organizations will also continue driving significant security budgets.

Key Market Players

Imperva

ORACLE CORPORATION

IBM Corporation

Varonis Systems, Inc

Micro Focus International plc

NetApp, Inc

Seclore Technology Inc.

Varadharajan Srinivasan (Anthropic)

Informatica

Nvidia Corporation

Report Scope:

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

Data Centric Security Market, By Deployment Type:

On-Premises

Cloud-Based

Data Centric Security Market, By Component:

Software

Hardware

Services

Data Centric Security Market, By End-User Industry:

Retail

IT and Telecom

Healthcare

Banking, Financial Services, and Insurance (BFSI)

Manufacturing and Industrial

Data Centric 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

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Data Centric Security Market.

Available Customizations:

Global Data Centric 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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