

Digital Risk Protection Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Solution, Services), By Deployment Model (On-premises, Cloud), By Application (Domain Monitoring, Account Takeover Prevention, Brand Protection, Social Media Protection, Data Leak Protection, Executive Protection, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/DA5D3694C553EN.html>

Date: August 2025

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: DA5D3694C553EN

Abstracts

Market Overview

The Global Digital Risk Protection Market was valued at USD 8.54 Billion in 2024 and is expected to reach USD 19.53 Billion by 2030 with a CAGR of 14.78% through 2030.

Global Digital Risk Protection (DRP) refers to a set of security services and technologies that help organizations detect, monitor, and mitigate external digital threats outside the traditional network perimeter.

Unlike traditional cybersecurity, DRP focuses on identifying risks across digital channels such as the deep and dark web, social media, and other public-facing platforms. These solutions work proactively to prevent data leaks, protect brand reputation, secure customer data, and respond to cyber incidents. As organizations expand their online footprint, digital exposure increases, making DRP essential to maintaining digital trust and operational continuity.

The rise of remote work, cloud computing, and growing reliance on digital services have significantly expanded the attack surface for cybercriminals. This has led to a surge in

cyberattacks like phishing, domain spoofing, and data breaches, prompting businesses to adopt more advanced and predictive defense systems. Digital Risk Protection platforms offer continuous monitoring, real-time alerts, and actionable threat intelligence, allowing companies to act swiftly against evolving threats. The integration of artificial intelligence and machine learning has further enhanced the accuracy and efficiency of these tools, making them indispensable for modern enterprises.

Key Market Drivers

Proliferation of Digital Channels and Online Presence

As businesses increasingly operate across multiple digital channels, including social media platforms, websites, e-commerce portals, and cloud-based systems, the scope of external digital exposure continues to expand. This proliferation creates a wide attack surface where cybercriminals can exploit vulnerabilities, impersonate brands, or harvest sensitive customer data. The risk is no longer confined within the internal network; it extends to the broader digital ecosystem, including public and unregulated platforms. Organizations now face heightened threats like domain spoofing, fake accounts, data leaks, and reputational damage occurring well beyond their direct infrastructure.

Digital Risk Protection solutions are uniquely designed to monitor, identify, and neutralize threats across this extended digital footprint. They enable companies to observe real-time risks, detect anomalies, and remediate digital threats such as phishing campaigns, rogue mobile apps, and counterfeit websites. The increasing complexity of managing brand reputation and data security across a multi-channel environment compels companies to invest in Digital Risk Protection technologies. This investment not only ensures operational resilience but also builds customer trust in a landscape where digital interactions are critical to business continuity. As of 2024, over 70% of global web traffic originates from mobile devices and social media platforms. This dramatic shift in user behavior has increased the exposure of corporate digital assets across external channels, compelling organizations to monitor and secure these platforms proactively to prevent brand impersonation, phishing, and data leakage beyond traditional IT perimeters.

Key Market Challenges

Lack of Awareness and Internal Alignment on External Digital Risks

Despite the growing sophistication and frequency of cyber threats originating outside

the traditional enterprise network, many organizations still lack a comprehensive understanding of what constitutes external digital risk. While internal threats such as system vulnerabilities, firewalls, and malware infections receive attention, risks that arise from unmonitored platforms like the dark web, third-party domains, social media, and rogue mobile applications remain largely under-prioritized. Executives often view cybersecurity through the lens of internal information technology infrastructure, assuming existing investments in firewalls, endpoint security, and antivirus software are sufficient. This limited perspective creates a critical gap in digital risk coverage, leaving brand assets, customer data, and executive identities exposed in external, uncontrolled environments.

The challenge is compounded by a disconnect between various business units—such as marketing, legal, risk management, and cybersecurity—when it comes to ownership and accountability for digital risk protection. For example, brand misuse on social media or unauthorized product listings on e-commerce sites may be perceived as marketing issues, rather than critical security threats. Similarly, leaked credentials on the dark web might be overlooked by legal and compliance departments if not surfaced through formal reporting structures. This siloed approach weakens the organization's overall risk posture, as fragmented teams struggle to coordinate timely detection, analysis, and mitigation of external threats. Without a unified risk governance model and organization-wide awareness, investments in Digital Risk Protection tools may fail to achieve their intended impact, making this one of the most pressing challenges in the market today.

Key Market Trends

Growing Use of Artificial Intelligence and Automation in Threat Detection

One of the most transformative trends in the Global Digital Risk Protection Market is the growing use of artificial intelligence and automation to detect and respond to external digital threats. As threat vectors multiply across domains such as social media, the dark web, phishing websites, and unauthorized marketplaces, the need for real-time analysis and proactive response has intensified. Manual monitoring is no longer viable, given the volume, velocity, and variability of threat data. Artificial intelligence-powered engines can process millions of data points in real time, identifying patterns, anomalies, and signals that indicate malicious intent or emerging risks. This evolution marks a significant shift from traditional threat hunting toward predictive and autonomous risk detection models.

Automation further enhances the value of digital risk protection by enabling rapid

response workflows such as alert prioritization, threat classification, and takedown requests. Organizations can automate repetitive tasks that once required analyst hours, thereby reducing operational overhead and response time. Additionally, machine learning algorithms continuously improve threat accuracy by learning from historical data and user feedback, resulting in fewer false positives and higher detection precision. This trend is becoming a competitive differentiator, as vendors who can deliver scalable, intelligent solutions are gaining preference in enterprise procurement decisions. In the coming years, artificial intelligence and automation will not only streamline digital risk protection operations but also redefine industry standards for speed, accuracy, and resilience.

Key Market Players

ZeroFox, Inc.

LookingGlass Cyber Solutions, Inc.

Recorded Future, Inc.

Rapid7, Inc.

Proofpoint, Inc.

Cyberint Technologies Ltd.

Senseon Tech Ltd.

Kaspersky Lab, Inc.

Report Scope:

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

Digital Risk Protection Market, By Component:

Solution

Services

Digital Risk Protection Market, By Deployment Model:

On-premises

Cloud

Digital Risk Protection Market, By Application:

Domain Monitoring

Account Takeover Prevention

Brand Protection

Social Media Protection

Data Leak Protection

Executive Protection

Others

Digital Risk Protection Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Digital Risk Protection Market.

Available Customizations:

Global Digital Risk 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).

Contents

1. SOLUTION OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL DIGITAL RISK PROTECTION MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Solution, Services)
 - 5.2.2. By Deployment Model (On-premises, Cloud)
 - 5.2.3. By Application (Domain Monitoring, Account Takeover Prevention, Brand Protection, Social Media Protection, Data Leak Protection, Executive Protection,

Others)

5.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)

5.3. By Company (2024)

5.4. Market Map

6. NORTH AMERICA DIGITAL RISK PROTECTION MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Component

6.2.2. By Deployment Model

6.2.3. By Application

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Digital Risk Protection Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Component

6.3.1.2.2. By Deployment Model

6.3.1.2.3. By Application

6.3.2. Canada Digital Risk Protection Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Component

6.3.2.2.2. By Deployment Model

6.3.2.2.3. By Application

6.3.3. Mexico Digital Risk Protection Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Component

6.3.3.2.2. By Deployment Model

6.3.3.2.3. By Application

7. EUROPE DIGITAL RISK PROTECTION MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Component
 - 7.2.2. By Deployment Model
 - 7.2.3. By Application
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Digital Risk Protection 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. By Component
 - 7.3.1.2.2. By Deployment Model
 - 7.3.1.2.3. By Application
 - 7.3.2. France Digital Risk Protection 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 Component
 - 7.3.2.2.2. By Deployment Model
 - 7.3.2.2.3. By Application
 - 7.3.3. United Kingdom Digital Risk Protection 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 Component
 - 7.3.3.2.2. By Deployment Model
 - 7.3.3.2.3. By Application
 - 7.3.4. Italy Digital Risk Protection Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Component
 - 7.3.4.2.2. By Deployment Model
 - 7.3.4.2.3. By Application
 - 7.3.5. Spain Digital Risk Protection Market Outlook
 - 7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Component

7.3.5.2.2. By Deployment Model

7.3.5.2.3. By Application

8. ASIA PACIFIC DIGITAL RISK PROTECTION MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Component

8.2.2. By Deployment Model

8.2.3. By Application

8.2.4. By Country

8.3. Asia Pacific: Country Analysis

8.3.1. China Digital Risk Protection 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 Component

8.3.1.2.2. By Deployment Model

8.3.1.2.3. By Application

8.3.2. India Digital Risk Protection 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 Component

8.3.2.2.2. By Deployment Model

8.3.2.2.3. By Application

8.3.3. Japan Digital Risk Protection 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 Component

8.3.3.2.2. By Deployment Model

8.3.3.2.3. By Application

8.3.4. South Korea Digital Risk Protection 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 Component
 - 8.3.4.2.2. By Deployment Model
 - 8.3.4.2.3. By Application
- 8.3.5. Australia Digital Risk Protection 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 Component
 - 8.3.5.2.2. By Deployment Model
 - 8.3.5.2.3. By Application

9. MIDDLE EAST & AFRICA DIGITAL RISK PROTECTION MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Component
 - 9.2.2. By Deployment Model
 - 9.2.3. By Application
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Digital Risk Protection 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 Component
 - 9.3.1.2.2. By Deployment Model
 - 9.3.1.2.3. By Application
 - 9.3.2. UAE Digital Risk Protection 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 Component
 - 9.3.2.2.2. By Deployment Model
 - 9.3.2.2.3. By Application
 - 9.3.3. South Africa Digital Risk Protection 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 Component
 - 9.3.3.2.2. By Deployment Model
 - 9.3.3.2.3. By Application

10. SOUTH AMERICA DIGITAL RISK PROTECTION MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Component
 - 10.2.2. By Deployment Model
 - 10.2.3. By Application
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Digital Risk Protection 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 Component
 - 10.3.1.2.2. By Deployment Model
 - 10.3.1.2.3. By Application
 - 10.3.2. Colombia Digital Risk Protection 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 Component
 - 10.3.2.2.2. By Deployment Model
 - 10.3.2.2.3. By Application
 - 10.3.3. Argentina Digital Risk Protection 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 Component
 - 10.3.3.2.2. By Deployment Model
 - 10.3.3.2.3. By Application

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS AND DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. COMPANY PROFILES

13.1. ZeroFox, Inc.

13.1.1. Business Overview

13.1.2. Key Revenue and Financials

13.1.3. Recent Developments

13.1.4. Key Personnel

13.1.5. Key Product/Services Offered

13.2. LookingGlass Cyber Solutions, Inc.

13.3. Recorded Future, Inc.

13.4. Rapid7, Inc.

13.5. Proofpoint, Inc.

13.6. Cyberint Technologies Ltd.

13.7. Senseon Tech Ltd.

13.8. Kaspersky Lab, Inc.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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