+357 96 030922
info@marketpublishers.com

Phishing Protection Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Solution, Services), By Deployment Model (On-premises, Cloud), By Vertical (BFSI, IT & ITES, Government, Healthcare, Retail & E-commerce, Media & Entertainment, Others), By Region & Competition, 2020-2030F

https://marketpublishers.com/r/P5CD236BEDA7EN.html
Date: August 2025
Pages: 185
Price: US$ 4,500.00 (Single User License)
ID: P5CD236BEDA7EN

Abstracts

Market Overview

Global Phishing Protection Market was valued at USD 2.68 Billion in 2024 and is expected to reach USD 6.04 Billion by 2030 with a CAGR of 14.50% through 2030. Phishing protection refers to a range of cybersecurity solutions, tools, and strategies designed to detect, prevent, and respond to phishing attacks—malicious attempts to steal sensitive information by impersonating trusted entities.

These attacks often come through emails, text messages, fake websites, or social media, tricking users into revealing credentials, financial data, or other confidential information. The Global Phishing Protection Market comprises technologies such as email filtering, multi-factor authentication, browser security, domain monitoring, machine learning-based threat detection, and real-time alerting systems. These solutions are essential in mitigating social engineering risks that target employees, customers, and executives across digital ecosystems.

The market is witnessing rapid growth due to the rising frequency, complexity, and success rates of phishing attacks globally. The shift to cloud computing, mobile access, and hybrid work environments has expanded the attack surface, making traditional

+357 96 030922
info@marketpublishers.com

perimeter-based security models less effective. Cybercriminals are now using more personalized and AI-driven phishing campaigns, increasing their ability to bypass legacy security filters. In response, organizations are adopting next-generation phishing protection solutions that leverage behavioral analytics, real-time threat intelligence, and automation to identify threats before users engage with malicious content. These tools not only block threats but also enhance user awareness through training and simulation programs, creating a multi-layered defense model.

Key Market Drivers

Surge in Phishing Attacks Across Communication Channels

The continuous increase in phishing attacks across email, messaging apps, social media, and mobile platforms has become a major catalyst for the growth of the Global Phishing Protection Market. Unlike the earlier days when phishing was primarily limited to emails, cybercriminals now exploit multiple communication vectors—targeting users through SMS, social media impersonation, collaboration tools, and even QR code redirection. These channels are often less regulated and harder to monitor, creating critical vulnerabilities for businesses. Organizations can no longer rely solely on basic email filters; instead, they require comprehensive, multi-layered phishing protection tools that provide broad coverage across digital platforms.

This expanded threat surface has made phishing protection a strategic priority for enterprises of all sizes. Businesses are investing in tools that integrate behavioral analytics, URL filtering, real-time scanning, and automated remediation across devices and communication methods. The ability to detect phishing attempts early—before the user even interacts with them—has become vital for avoiding credential theft, data breaches, and financial loss. As attackers diversify their methods, demand for adaptive, real-time phishing protection systems is growing rapidly. In 2024, more than one-third of all phishing incidents originated outside of email—through SMS, social media platforms, collaboration apps, and QR codes. This diversification of attack vectors underscores the need for organizations to expand their security measures beyond traditional email filters and adopt multi-channel phishing protection strategies to effectively mitigate rising cyber threats.

Key Market Challenges

Evolving Tactics and Sophistication of Phishing Attacks

+357 96 030922
info@marketpublishers.com

One of the most significant challenges in the Global Phishing Protection Market is the constantly evolving nature and increasing sophistication of phishing attacks. Cybercriminals no longer rely on generic mass emails; instead, they are leveraging artificial intelligence, machine learning, and advanced social engineering techniques to create highly personalized and targeted attacks. These include spear-phishing, whaling, clone phishing, and business email compromise, all of which exploit trust relationships and psychological triggers. Attackers are crafting messages that closely mimic legitimate communications from known entities such as financial institutions, technology providers, or even internal executives, making it extremely difficult for employees and legacy security systems to detect threats in real-time.

Furthermore, phishing vectors are expanding beyond traditional email platforms into messaging apps, social media, collaborative tools, and mobile-based communication. With the increasing adoption of decentralized work environments and cloud-based operations, organizations are exposed to a broader and more complex attack surface. These diverse platforms often lack consistent monitoring and policy enforcement, creating gaps in visibility and response. As phishing tactics grow more intricate and multi-channel in nature, traditional reactive approaches are proving insufficient. This necessitates continuous updates to threat detection engines, integration of behavioral analytics, and deployment of artificial intelligence-driven threat intelligence. However, maintaining this level of technological and strategic adaptability presents a formidable operational and financial burden, particularly for mid-sized enterprises and resource-constrained sectors.

Key Market Trends

Integration of Artificial Intelligence and Machine Learning in Threat Detection

Artificial intelligence and machine learning are becoming integral components of phishing protection platforms as organizations seek to counter increasingly sophisticated and evasive phishing attacks. These technologies enable real-time analysis of behavioral patterns, communication context, metadata, and historical threat indicators to detect anomalies that may indicate phishing attempts. Unlike traditional signature-based systems, artificial intelligence-driven models continuously learn from new data, allowing them to identify zero-day phishing tactics and contextually deceptive content with greater accuracy and speed.

The adoption of these technologies is reshaping phishing protection strategies across enterprises, especially in sectors with high exposure to targeted attacks such as

+357 96 030922
info@marketpublishers.com

financial services, healthcare, and technology. Artificial intelligence-powered tools can evaluate hundreds of variables in milliseconds, determine the legitimacy of a message, and trigger automatic alerts or block malicious content before it reaches the end user. This proactive and adaptive defense significantly reduces the window of vulnerability and improves response times. As attackers increasingly use generative artificial intelligence to craft believable content, the countermeasure will increasingly rely on artificial intelligence-powered defensive layers embedded within broader cybersecurity ecosystems.

Key Market Players

Proofpoint, Inc.

Cisco Systems, Inc.

Microsoft Corporation

Barracuda Networks, Inc.

Broadcom Inc.

Trend Micro Incorporated

Forcepoint LLC

Mimecast Limited

Report Scope:

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

Phishing Protection Market, By Component:

Solution

Services

+357 96 030922
info@marketpublishers.com

Phishing Protection Market, By Deployment Model:

- On-premises
- Cloud

Phishing Protection Market, By Vertical:

- BFSI
- IT & ITES
- Government
- Healthcare
- Retail & E-commerce
- Media & Entertainment
- Others

Phishing Protection Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - Germany
  - France

+357 96 030922
info@marketpublishers.com

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 Phishing Protection Market.

+357 96 030922
info@marketpublishers.com

Available Customizations:

Global Phishing 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).

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

8. ASIA PACIFIC PHISHING PROTECTION MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

9. MIDDLE EAST & AFRICA PHISHING PROTECTION MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

10. SOUTH AMERICA PHISHING PROTECTION MARKET OUTLOOK

11. MARKET DYNAMICS

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Phishing Protection Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Solution, Services), By Deployment Model (On-premises, Cloud), By Vertical (BFSI, IT & ITES, Government, Healthcare, Retail & E-commerce, Media & Entertainment, Others), By Region & Competition, 2020-2030F

Product link: https://marketpublishers.com/r/P5CD236BEDA7EN.html

Price: US$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/P5CD236BEDA7EN.html