

# **Privileged Access Management Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Offering (Solution and Service), By Deployment Model (On-Premises and Cloud), By Enterprise Size (Large Enterprises and Small & Medium Enterprises), By Industry Vertical (BFSI, IT & Telecom, Government & Public Sector, Healthcare, Manufacturing, Energy & Utilities, Retail & E-Commerce, and Others), By Region, By Competition, 2018-2028**

<https://marketpublishers.com/r/PD55121BEFFDEN.html>

Date: November 2023

Pages: 182

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

ID: PD55121BEFFDEN

## **Abstracts**

Global Privileged Access Management Market was valued at USD 2.9 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 22.1% through 2028. The Global Privileged Access Management (PAM) Market is experiencing significant growth driven by the escalating cybersecurity landscape and the critical importance of safeguarding sensitive data and critical systems. PAM solutions have emerged as a vital component of organizations' cybersecurity strategies, as they help mitigate the ever-expanding threat landscape posed by both external malicious actors and insider risks. One of the key drivers behind the market's rise is the increasing frequency and sophistication of cyberattacks targeting privileged accounts, which hold the keys to an organization's most sensitive information and infrastructure. PAM solutions provide robust access control, authentication, and monitoring capabilities, ensuring that only authorized personnel can access and manage privileged accounts, reducing the risk of data breaches and system compromise.

Furthermore, regulatory compliance requirements, such as GDPR, HIPAA, and SOX, have mandated stricter controls over privileged access, compelling organizations across various industries to adopt PAM solutions to meet compliance obligations. Additionally, the adoption of cloud-based PAM solutions and the growing awareness of security best practices further fuel market growth. As organizations continue to recognize the paramount importance of safeguarding privileged access, the Global PAM Market is poised for sustained expansion in the coming years.

## Key Market Drivers

### Increased Cybersecurity Concerns

The global privileged access management (PAM) market is witnessing significant growth due to increased cybersecurity concerns across industries. Organizations are recognizing the importance of securing privileged accounts and access to critical systems and data. Privileged accounts, such as those used by system administrators and IT personnel, have elevated privileges that, if compromised, can lead to severe security breaches and data breaches. With the rise in cyber threats and sophisticated attacks, organizations are investing in PAM solutions to protect their sensitive information and prevent unauthorized access. PAM solutions provide robust authentication, authorization, and monitoring capabilities, ensuring that only authorized individuals can access privileged accounts and perform privileged actions. By implementing PAM solutions, organizations can mitigate the risk of insider threats, external attacks, and data breaches, thereby enhancing their overall cybersecurity posture.

### Regulatory Compliance Requirements

The global PAM market is driven by regulatory compliance requirements imposed by various industry standards and data protection regulations. Organizations across sectors such as finance, healthcare, government, and retail are subject to stringent compliance regulations that mandate the protection of sensitive data and privileged access. Compliance frameworks such as the Payment Card Industry Data Security Standard (PCI DSS), Health Insurance Portability and Accountability Act (HIPAA), General Data Protection Regulation (GDPR), and Sarbanes-Oxley Act (SOX) require organizations to implement robust controls and measures to secure privileged access. PAM solutions help organizations meet these compliance requirements by providing centralized access controls, privileged session monitoring, and audit trails. By implementing PAM solutions, organizations can demonstrate compliance with regulatory

standards, avoid penalties, and protect their reputation.

### Increasing Insider Threats

The global PAM market is experiencing growth due to the increasing awareness of insider threats and the need to mitigate them. Insider threats, whether intentional or unintentional, pose a significant risk to organizations' security. Privileged users, such as employees, contractors, and third-party vendors, have access to critical systems and data, making them potential sources of insider threats. PAM solutions play a crucial role in mitigating insider threats by implementing strong access controls, enforcing least privilege principles, and monitoring privileged user activities. These solutions enable organizations to detect and respond to suspicious or unauthorized activities, preventing potential data breaches or malicious actions. As organizations become more aware of the risks associated with insider threats, the demand for PAM solutions is expected to increase, driving the growth of the global market.

### Cloud Adoption and Digital Transformation

The global PAM market is driven by the increasing adoption of cloud computing and digital transformation initiatives. As organizations migrate their infrastructure and applications to the cloud, the need to secure privileged access in cloud environments becomes paramount. Cloud-based PAM solutions offer organizations the flexibility and scalability required to manage privileged access in dynamic and distributed environments. Additionally, as organizations undergo digital transformation, they are adopting new technologies and platforms that require privileged access management. PAM solutions provide the necessary controls and visibility to secure privileged access across hybrid IT environments, including on-premises systems, cloud infrastructure, and third-party applications. The growing adoption of cloud computing and digital transformation initiatives is expected to fuel the demand for PAM solutions, driving the growth of the global market.

### Vendor Innovation and Integration

The global PAM market is witnessing growth due to continuous vendor innovation and integration with other cybersecurity solutions. PAM vendors are investing in research and development to enhance their offerings and address evolving cybersecurity challenges. They are incorporating advanced technologies such as artificial intelligence (AI), machine learning (ML), and behavioral analytics to detect and respond to privileged access anomalies and potential threats. Furthermore, PAM solutions are

being integrated with other cybersecurity solutions such as identity and access management (IAM), security information and event management (SIEM), and security orchestration, automation, and response (SOAR) platforms. This integration enables organizations to have a holistic and unified approach to cybersecurity, enhancing their ability to detect, prevent, and respond to security incidents. The focus on vendor innovation and integration is expected to drive the growth of the global PAM market as organizations seek comprehensive and integrated solutions to secure privileged access.

## Key Market Challenges

### Limited Awareness and Understanding of Privileged Access Management (PAM)

One of the primary challenges facing the global privileged access management (PAM) market is the limited awareness and understanding among organizations regarding the importance and benefits of PAM solutions. Many businesses may not fully grasp the significance of securing privileged accounts and access to critical systems and data. This lack of awareness can lead to underinvestment in PAM solutions, leaving organizations vulnerable to insider threats, external attacks, and data breaches. Addressing this challenge requires comprehensive educational initiatives to raise awareness about the risks associated with privileged access and the role of PAM solutions in mitigating those risks. Organizations need to be educated about the potential consequences of not implementing robust PAM measures and the value of protecting privileged accounts.

### Complexity of Implementation and Deployment

The implementation and deployment of PAM solutions can pose complex challenges for organizations, particularly those with limited technical expertise or resources. Configuring and deploying PAM systems effectively, and integrating them with existing IT infrastructure and workflows, can be technically demanding. Organizations may face challenges in defining and managing privileged access policies, setting up secure authentication mechanisms, and ensuring proper monitoring and auditing of privileged user activities. To address these challenges, it is crucial to simplify the implementation and deployment of PAM solutions. User-friendly interfaces, automated configuration options, and comprehensive documentation should be provided to streamline the setup process. Additionally, organizations should have access to expert guidance and support to ensure successful implementation and deployment of PAM solutions.

### Balancing Security and Usability

Another challenge in the global PAM market is striking the right balance between security and usability. While it is essential to implement strong security controls to protect privileged access, organizations must also consider the impact on user productivity and user experience. Overly restrictive access controls or complex authentication mechanisms can hinder user efficiency and lead to resistance from employees. Organizations need to find the right balance between security and usability by implementing PAM solutions that provide strong security measures while minimizing disruption to user workflows. This challenge requires organizations to conduct thorough user experience assessments, involve end-users in the decision-making process, and continuously refine and optimize their PAM implementations to ensure a seamless balance between security and usability.

### Managing Privileged Access in Cloud Environments

As organizations increasingly adopt cloud computing and migrate their infrastructure and applications to the cloud, managing privileged access in these environments becomes a significant challenge. Cloud-based PAM solutions offer the flexibility and scalability required to secure privileged access in dynamic and distributed cloud environments. However, organizations may face challenges in integrating cloud-based PAM solutions with their existing on-premises systems and managing privileged access across hybrid IT environments. This challenge requires organizations to develop comprehensive strategies for managing privileged access in cloud environments, including proper identity and access management, secure authentication mechanisms, and robust monitoring and auditing capabilities.

### Compliance with Evolving Regulations

The global PAM market faces challenges related to compliance with evolving regulations and industry standards. Organizations across sectors such as finance, healthcare, and government are subject to stringent compliance requirements that mandate the protection of sensitive data and privileged access. Compliance frameworks such as PCI DSS, HIPAA, GDPR, and SOX require organizations to implement robust controls and measures to secure privileged access. However, compliance requirements are constantly evolving, and organizations need to stay updated with the latest regulations and standards. This challenge requires organizations to invest in continuous compliance monitoring, regular audits, and ongoing training and education to ensure adherence to regulatory requirements.

## Key Market Trends

### Enhancing Security and Mitigating Insider Threats

One of the primary benefits of implementing privileged access management (PAM) solutions is the ability to enhance security and mitigate insider threats. PAM solutions provide organizations with robust authentication and authorization mechanisms, ensuring that only authorized individuals can access privileged accounts and perform privileged actions. By implementing PAM solutions, organizations can enforce the principle of least privilege, granting users only the necessary access rights for their roles and responsibilities. This helps prevent unauthorized access and reduces the risk of insider threats, such as malicious insiders or compromised accounts. PAM solutions also enable organizations to monitor and audit privileged user activities, providing visibility into privileged access and helping detect and respond to suspicious or unauthorized actions.

### Streamlining Compliance and Meeting Regulatory Requirements

The implementation of PAM solutions is crucial for organizations to streamline compliance with regulatory requirements and industry standards. Compliance frameworks such as PCI DSS, HIPAA, GDPR, and SOX mandate the protection of sensitive data and privileged access. PAM solutions provide organizations with the necessary controls and measures to meet these compliance requirements. By implementing PAM solutions, organizations can enforce strong access controls, monitor privileged user activities, and generate audit trails to demonstrate compliance with regulatory standards. This helps organizations avoid penalties, protect their reputation, and maintain the trust of their customers and stakeholders.

### Improving Operational Efficiency and Productivity

PAM solutions can significantly improve operational efficiency and productivity by streamlining privileged access management processes. With PAM solutions, organizations can automate the provisioning and deprovisioning of privileged accounts, reducing manual administrative tasks and ensuring timely access management. PAM solutions also provide centralized management and visibility of privileged accounts, simplifying the monitoring and auditing of privileged user activities. This helps organizations save time and resources, enabling IT teams to focus on more strategic initiatives. Additionally, PAM solutions offer password management capabilities, eliminating the need for users to remember multiple complex passwords and reducing

the risk of weak or shared passwords. This improves user productivity and enhances overall operational efficiency.

## Enabling Secure Remote Access and Third-Party Vendor Management

In today's increasingly remote and interconnected business environment, secure remote access and third-party vendor management have become critical considerations. PAM solutions enable organizations to establish secure remote access to critical systems and data, ensuring that privileged users can securely access resources from anywhere, while maintaining strong authentication and authorization controls. PAM solutions also facilitate secure third-party vendor management by providing granular access controls and session monitoring capabilities. This helps organizations manage and monitor the activities of external vendors and contractors who require privileged access to systems and data. By implementing PAM solutions, organizations can mitigate the risks associated with remote access and third-party vendor relationships, ensuring the security of their networks and sensitive information.

## Segmental Insights

### Offering Insights

In 2022, the solution segment dominated the global privileged access management (PAM) market and is expected to maintain its dominance during the forecast period. PAM solutions are comprehensive software solutions that provide organizations with the necessary tools and capabilities to manage and secure privileged access effectively. These solutions encompass a wide range of features, including privileged account management, privileged session management, access control, authentication, monitoring, and auditing. The dominance of the solution segment can be attributed to the increasing demand for robust PAM solutions across various industries to address the growing cybersecurity concerns and regulatory compliance requirements. Organizations are recognizing the importance of securing privileged accounts and access to critical systems and data, and PAM solutions offer a holistic approach to managing privileged access. These solutions provide organizations with the ability to enforce strong access controls, monitor privileged user activities, detect and respond to suspicious actions, and generate audit trails for compliance purposes. Moreover, PAM solutions offer features such as password management, privileged session recording, and privileged user analytics, which further enhance the security and efficiency of privileged access management. With the rising adoption of cloud computing, digital transformation initiatives, and the need to secure remote access, the demand for PAM

solutions is expected to continue growing. PAM solution providers are also investing in research and development to incorporate advanced technologies such as artificial intelligence and machine learning to enhance their offerings and address evolving cybersecurity challenges. Overall, the solution segment is poised to maintain its dominance in the global PAM market as organizations prioritize comprehensive and integrated solutions to secure privileged access and strengthen their cybersecurity posture.

## Deployment Model Insights

In 2022, the cloud deployment model dominated the global privileged access management (PAM) market and is expected to maintain its dominance during the forecast period. The cloud deployment model involves hosting PAM solutions on cloud infrastructure, allowing organizations to access and manage privileged access management functionalities remotely over the internet. The dominance of the cloud deployment model can be attributed to several factors. Firstly, the increasing adoption of cloud computing across industries has led to a shift towards cloud-based PAM solutions. Cloud deployment offers organizations flexibility, scalability, and cost-efficiency, as they can leverage cloud infrastructure and resources without the need for extensive on-premises hardware and maintenance. Additionally, cloud-based PAM solutions provide organizations with the ability to secure privileged access in dynamic and distributed environments, including cloud infrastructure, third-party applications, and remote access scenarios. This is particularly crucial in today's digital landscape, where organizations are embracing remote work and interconnected business ecosystems. The cloud deployment model also enables organizations to easily scale their PAM solutions as their needs evolve, accommodating growing user bases and expanding infrastructure. Furthermore, cloud-based PAM solutions offer enhanced accessibility, allowing authorized users to securely access privileged accounts and perform privileged actions from anywhere, at any time. This is especially beneficial for organizations with geographically dispersed teams or those that require remote access to critical systems and data. With the continuous advancements in cloud technology and the increasing demand for flexible and scalable solutions, the cloud deployment model is expected to maintain its dominance in the global PAM market. PAM solution providers are investing in cloud-based offerings, ensuring robust security measures, and addressing concerns related to data privacy and compliance. Overall, the cloud deployment model offers organizations the agility, accessibility, and scalability required to effectively manage privileged access in today's digital landscape, driving its continued dominance in the global PAM market.



## Industry Vertical Insights

In 2022, the banking, financial services, and insurance (BFSI) industry vertical dominated the global privileged access management (PAM) market and is expected to maintain its dominance during the forecast period. The BFSI sector handles vast amounts of sensitive financial data and is subject to stringent regulatory compliance requirements. As a result, organizations in this industry vertical have a critical need to secure privileged access to their systems and data. PAM solutions provide robust authentication, authorization, and monitoring capabilities, enabling BFSI organizations to enforce strong access controls, detect and respond to suspicious activities, and generate audit trails for compliance purposes. Additionally, PAM solutions help mitigate the risk of insider threats and external attacks, safeguarding sensitive financial information and protecting against data breaches. The BFSI sector's dominance in the PAM market can also be attributed to the increasing adoption of digital banking and fintech solutions, which require robust security measures to protect customer data and ensure secure transactions. As the BFSI industry continues to evolve and embrace digital transformation, the demand for PAM solutions is expected to grow, driving the sector's continued dominance in the global market. PAM solution providers are investing in research and development to enhance their offerings specifically for the BFSI sector, addressing industry-specific challenges and compliance requirements. Overall, the BFSI industry vertical is poised to maintain its dominance in the global PAM market, driven by the critical need for secure privileged access management in the financial services sector.

## Regional Insights

In 2022, North America dominated the global privileged access management (PAM) market and is expected to maintain its dominance during the forecast period. North America has been at the forefront of adopting advanced cybersecurity solutions and has a mature and well-established IT infrastructure. The dominance of North America in the PAM market can be attributed to several factors. Firstly, the region has a high concentration of large enterprises across various industries, including banking, finance, healthcare, and government, which have a significant need for robust privileged access management solutions. These organizations handle vast amounts of sensitive data and are subject to stringent regulatory compliance requirements, driving the demand for PAM solutions. Secondly, North America has a strong cybersecurity ecosystem, with a large number of cybersecurity solution providers, technology vendors, and service providers operating in the region. This fosters innovation and drives the development of advanced PAM solutions tailored to the specific needs of North American organizations.

Additionally, North America has a high level of awareness and understanding of cybersecurity risks, with organizations prioritizing investments in cybersecurity measures to protect their critical assets. The region also has a strong regulatory framework, with regulations such as the Payment Card Industry Data Security Standard (PCI DSS), Health Insurance Portability and Accountability Act (HIPAA), and Sarbanes-Oxley Act (SOX) mandating the protection of sensitive data and privileged access. This further drives the adoption of PAM solutions in the region. Furthermore, North America is home to several major technology hubs, including Silicon Valley, which attracts top talent and fosters innovation in the cybersecurity space. The presence of these technology hubs and the strong collaboration between industry, academia, and government contribute to the dominance of North America in the global PAM market. Overall, with its mature IT infrastructure, strong cybersecurity ecosystem, regulatory framework, and emphasis on data protection, North America is expected to maintain its dominance in the global PAM market during the forecast period.

### Key Market Players

CyberArk Software Ltd.

BeyondTrust Corporation

Thycotic

IBM Corporation

Micro Focus International plc

Centrify Corporation

One Identity LLC

ManageEngine (a division of Zoho Corporation)

ARCON

WALLIX Group

Osirium Ltd.

Silverlake Mastersam Ltd.

Hitachi ID Systems, Inc.

ManageEngine

Report Scope:

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

Privileged Access Management Market, By Offering:

Solution

Service

Privileged Access Management Market, By Deployment Model:

On-Premises

Cloud

Privileged Access Management Market, By Enterprise Size:

Large Enterprises

Small & Medium Enterprises

Privileged Access Management Market, By Industry Vertical:

BFSI

IT & Telecom

Government & Public Sector

Healthcare

Manufacturing

Energy & Utilities

Retail & E-Commerce

Others

Privileged Access Management Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Belgium

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Vietnam

South America

Brazil

Argentina

Colombia

Chile

Peru

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Israel

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Privileged Access Management Market.

### Available Customizations:

Global Privileged Access Management 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).

## Contents

### **1. PRODUCT 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. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

### **4. IMPACT OF COVID-19 ON GLOBAL PRIVILEGED ACCESS MANAGEMENT MARKET**

### **5. VOICE OF CUSTOMER**

### **6. GLOBAL PRIVILEGED ACCESS MANAGEMENT MARKET OVERVIEW**

## **7. GLOBAL PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Offering (Solution, Service)

#### 7.2.2. By Deployment Model (On-Premises, Cloud)

#### 7.2.3. By Enterprise Size (Large Enterprises and Small & Medium Enterprises)

#### 7.2.4. By Industry Vertical (BFSI, IT & Telecom, Government & Public Sector, Healthcare, Manufacturing, Energy & Utilities, Retail & E-Commerce, and Others)

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

### 7.3. By Company (2022)

### 7.4. Market Map

## **8. NORTH AMERICA PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Offering

#### 8.2.2. By Deployment Model

#### 8.2.3. By Enterprise Size

#### 8.2.4. By Industry Vertical

#### 8.2.5. By Country

### 8.3. North America: Country Analysis

#### 8.3.1. United States Privileged Access Management 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 Offering

###### 8.3.1.2.2. By Deployment Model

###### 8.3.1.2.3. By Enterprise Size

###### 8.3.1.2.4. By Industry Vertical

#### 8.3.2. Canada Privileged Access Management 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 Offering



- 8.3.2.2.2. By Deployment Model
- 8.3.2.2.3. By Enterprise Size
- 8.3.2.2.4. By Industry Vertical
- 8.3.3. Mexico Privileged Access Management 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 Offering
    - 8.3.3.2.2. By Deployment Model
    - 8.3.3.2.3. By Enterprise Size
    - 8.3.3.2.4. By Industry Vertical

## **9. EUROPE PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Offering
  - 9.2.2. By Deployment Model
  - 9.2.3. By Enterprise Size
  - 9.2.4. By Industry Vertical
  - 9.2.5. By Country
- 9.3. Europe: Country Analysis
  - 9.3.1. Germany Privileged Access Management 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 Offering
      - 9.3.1.2.2. By Deployment Model
      - 9.3.1.2.3. By Enterprise Size
      - 9.3.1.2.4. By Industry Vertical
  - 9.3.2. France Privileged Access Management 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 Offering
      - 9.3.2.2.2. By Deployment Model
      - 9.3.2.2.3. By Enterprise Size
      - 9.3.2.2.4. By Industry Vertical

### 9.3.3. United Kingdom Privileged Access Management 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 Offering

##### 9.3.3.2.2. By Deployment Model

##### 9.3.3.2.3. By Enterprise Size

##### 9.3.3.2.4. By Industry Vertical

### 9.3.4. Italy Privileged Access Management Market Outlook

#### 9.3.4.1. Market Size & Forecast

##### 9.3.4.1.1. By Value

#### 9.3.4.2. Market Share & Forecast

##### 9.3.4.2.1. By Offering

##### 9.3.4.2.2. By Deployment Model

##### 9.3.4.2.3. By Enterprise Size

##### 9.3.4.2.4. By Industry Vertical

### 9.3.5. Spain Privileged Access Management Market Outlook

#### 9.3.5.1. Market Size & Forecast

##### 9.3.5.1.1. By Value

#### 9.3.5.2. Market Share & Forecast

##### 9.3.5.2.1. By Offering

##### 9.3.5.2.2. By Deployment Model

##### 9.3.5.2.3. By Enterprise Size

##### 9.3.5.2.4. By Industry Vertical

### 9.3.6. Belgium Privileged Access Management Market Outlook

#### 9.3.6.1. Market Size & Forecast

##### 9.3.6.1.1. By Value

#### 9.3.6.2. Market Share & Forecast

##### 9.3.6.2.1. By Offering

##### 9.3.6.2.2. By Deployment Model

##### 9.3.6.2.3. By Enterprise Size

##### 9.3.6.2.4. By Industry Vertical

## **10. SOUTH AMERICA PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Offering

- 10.2.2. By Deployment Model
- 10.2.3. By Enterprise Size
- 10.2.4. By Industry Vertical
- 10.2.5. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Privileged Access Management 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 Offering
      - 10.3.1.2.2. By Deployment Model
      - 10.3.1.2.3. By Enterprise Size
      - 10.3.1.2.4. By Industry Vertical
  - 10.3.2. Colombia Privileged Access Management 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 Offering
      - 10.3.2.2.2. By Deployment Model
      - 10.3.2.2.3. By Enterprise Size
      - 10.3.2.2.4. By Industry Vertical
  - 10.3.3. Argentina Privileged Access Management 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 Offering
      - 10.3.3.2.2. By Deployment Model
      - 10.3.3.2.3. By Enterprise Size
      - 10.3.3.2.4. By Industry Vertical
  - 10.3.4. Chile Privileged Access Management Market Outlook
    - 10.3.4.1. Market Size & Forecast
      - 10.3.4.1.1. By Value
    - 10.3.4.2. Market Share & Forecast
      - 10.3.4.2.1. By Offering
      - 10.3.4.2.2. By Deployment Model
      - 10.3.4.2.3. By Enterprise Size
      - 10.3.4.2.4. By Industry Vertical
  - 10.3.5. Peru Privileged Access Management Market Outlook
    - 10.3.5.1. Market Size & Forecast

- 10.3.5.1.1. By Value
- 10.3.5.2. Market Share & Forecast
  - 10.3.5.2.1. By Offering
  - 10.3.5.2.2. By Deployment Model
  - 10.3.5.2.3. By Enterprise Size
  - 10.3.5.2.4. By Industry Vertical

## **11. MIDDLE EAST & AFRICA PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Offering
  - 11.2.2. By Deployment Model
  - 11.2.3. By Enterprise Size
  - 11.2.4. By Industry Vertical
  - 11.2.5. By Country
- 11.3. Middle East & Africa: Country Analysis
  - 11.3.1. Saudi Arabia Privileged Access Management Market Outlook
    - 11.3.1.1. Market Size & Forecast
      - 11.3.1.1.1. By Value
    - 11.3.1.2. Market Share & Forecast
      - 11.3.1.2.1. By Offering
      - 11.3.1.2.2. By Deployment Model
      - 11.3.1.2.3. By Enterprise Size
      - 11.3.1.2.4. By Industry Vertical
  - 11.3.2. UAE Privileged Access Management Market Outlook
    - 11.3.2.1. Market Size & Forecast
      - 11.3.2.1.1. By Value
    - 11.3.2.2. Market Share & Forecast
      - 11.3.2.2.1. By Offering
      - 11.3.2.2.2. By Deployment Model
      - 11.3.2.2.3. By Enterprise Size
      - 11.3.2.2.4. By Industry Vertical
  - 11.3.3. South Africa Privileged Access Management Market Outlook
    - 11.3.3.1. Market Size & Forecast
      - 11.3.3.1.1. By Value
    - 11.3.3.2. Market Share & Forecast

- 11.3.3.2.1. By Offering
- 11.3.3.2.2. By Deployment Model
- 11.3.3.2.3. By Enterprise Size
- 11.3.3.2.4. By Industry Vertical
- 11.3.4. Turkey Privileged Access Management Market Outlook
  - 11.3.4.1. Market Size & Forecast
    - 11.3.4.1.1. By Value
  - 11.3.4.2. Market Share & Forecast
    - 11.3.4.2.1. By Offering
    - 11.3.4.2.2. By Deployment Model
    - 11.3.4.2.3. By Enterprise Size
    - 11.3.4.2.4. By Industry Vertical
- 11.3.5. Israel Privileged Access Management Market Outlook
  - 11.3.5.1. Market Size & Forecast
    - 11.3.5.1.1. By Value
  - 11.3.5.2. Market Share & Forecast
    - 11.3.5.2.1. By Offering
    - 11.3.5.2.2. By Deployment Model
    - 11.3.5.2.3. By Enterprise Size
    - 11.3.5.2.4. By Industry Vertical

## **12. ASIA PACIFIC PRIVILEGED ACCESS MANAGEMENT MARKET OUTLOOK**

- 12.1. Market Size & Forecast
  - 12.1.1. By Offering
  - 12.1.2. By Deployment Model
  - 12.1.3. By Enterprise Size
  - 12.1.4. By Industry Vertical
  - 12.1.5. By Country
- 12.2. Asia-Pacific: Country Analysis
  - 12.2.1. China Privileged Access Management Market Outlook
    - 12.2.1.1. Market Size & Forecast
      - 12.2.1.1.1. By Value
    - 12.2.1.2. Market Share & Forecast
      - 12.2.1.2.1. By Offering
      - 12.2.1.2.2. By Deployment Model
      - 12.2.1.2.3. By Enterprise Size
      - 12.2.1.2.4. By Industry Vertical
  - 12.2.2. India Privileged Access Management Market Outlook

- 12.2.2.1. Market Size & Forecast
  - 12.2.2.1.1. By Value
- 12.2.2.2. Market Share & Forecast
  - 12.2.2.2.1. By Offering
  - 12.2.2.2.2. By Deployment Model
  - 12.2.2.2.3. By Enterprise Size
  - 12.2.2.2.4. By Industry Vertical
- 12.2.3. Japan Privileged Access Management Market Outlook
  - 12.2.3.1. Market Size & Forecast
    - 12.2.3.1.1. By Value
  - 12.2.3.2. Market Share & Forecast
    - 12.2.3.2.1. By Offering
    - 12.2.3.2.2. By Deployment Model
    - 12.2.3.2.3. By Enterprise Size
    - 12.2.3.2.4. By Industry Vertical
- 12.2.4. South Korea Privileged Access Management Market Outlook
  - 12.2.4.1. Market Size & Forecast
    - 12.2.4.1.1. By Value
  - 12.2.4.2. Market Share & Forecast
    - 12.2.4.2.1. By Offering
    - 12.2.4.2.2. By Deployment Model
    - 12.2.4.2.3. By Enterprise Size
    - 12.2.4.2.4. By Industry Vertical
- 12.2.5. Australia Privileged Access Management Market Outlook
  - 12.2.5.1. Market Size & Forecast
    - 12.2.5.1.1. By Value
  - 12.2.5.2. Market Share & Forecast
    - 12.2.5.2.1. By Offering
    - 12.2.5.2.2. By Deployment Model
    - 12.2.5.2.3. By Enterprise Size
    - 12.2.5.2.4. By Industry Vertical
- 12.2.6. Indonesia Privileged Access Management Market Outlook
  - 12.2.6.1. Market Size & Forecast
    - 12.2.6.1.1. By Value
  - 12.2.6.2. Market Share & Forecast
    - 12.2.6.2.1. By Offering
    - 12.2.6.2.2. By Deployment Model
    - 12.2.6.2.3. By Enterprise Size
    - 12.2.6.2.4. By Industry Vertical

## 12.2.7. Vietnam Privileged Access Management Market Outlook

### 12.2.7.1. Market Size & Forecast

#### 12.2.7.1.1. By Value

### 12.2.7.2. Market Share & Forecast

#### 12.2.7.2.1. By Offering

#### 12.2.7.2.2. By Deployment Model

#### 12.2.7.2.3. By Enterprise Size

#### 12.2.7.2.4. By Industry Vertical

## 13. MARKET DYNAMICS

### 13.1. Drivers

### 13.2. Challenges

## 14. MARKET TRENDS AND DEVELOPMENTS

## 15. COMPANY PROFILES

### 15.1. CyberArk Software Ltd.

#### 15.1.1. Business Overview

#### 15.1.2. Key Revenue and Financials

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel/Key Contact Person

#### 15.1.5. Key Product/Services Offered

### 15.2. BeyondTrust Corporation

#### 15.2.1. Business Overview

#### 15.2.2. Key Revenue and Financials

#### 15.2.3. Recent Developments

#### 15.2.4. Key Personnel/Key Contact Person

#### 15.2.5. Key Product/Services Offered

### 15.3. Thycotic

#### 15.3.1. Business Overview

#### 15.3.2. Key Revenue and Financials

#### 15.3.3. Recent Developments

#### 15.3.4. Key Personnel/Key Contact Person

#### 15.3.5. Key Product/Services Offered

### 15.4. IBM Corporation

#### 15.4.1. Business Overview

- 15.4.2. Key Revenue and Financials
- 15.4.3. Recent Developments
- 15.4.4. Key Personnel/Key Contact Person
- 15.4.5. Key Product/Services Offered
- 15.5. Micro Focus International plc
  - 15.5.1. Business Overview
  - 15.5.2. Key Revenue and Financials
  - 15.5.3. Recent Developments
  - 15.5.4. Key Personnel/Key Contact Person
  - 15.5.5. Key Product/Services Offered
- 15.6. Centrifry Corporation
  - 15.6.1. Business Overview
  - 15.6.2. Key Revenue and Financials
  - 15.6.3. Recent Developments
  - 15.6.4. Key Personnel/Key Contact Person
  - 15.6.5. Key Product/Services Offered
- 15.7. One Identity LLC
  - 15.7.1. Business Overview
  - 15.7.2. Key Revenue and Financials
  - 15.7.3. Recent Developments
  - 15.7.4. Key Personnel/Key Contact Person
  - 15.7.5. Key Product/Services Offered
- 15.8. ManageEngine (a division of Zoho Corporation)
  - 15.8.1. Business Overview
  - 15.8.2. Key Revenue and Financials
  - 15.8.3. Recent Developments
  - 15.8.4. Key Personnel/Key Contact Person
  - 15.8.5. Key Product/Services Offered
- 15.9. ARCON
  - 15.9.1. Business Overview
  - 15.9.2. Key Revenue and Financials
  - 15.9.3. Recent Developments
  - 15.9.4. Key Personnel/Key Contact Person
  - 15.9.5. Key Product/Services Offered
- 15.10. WALLIX Group
  - 15.10.1. Business Overview
  - 15.10.2. Key Revenue and Financials
  - 15.10.3. Recent Developments
  - 15.10.4. Key Personnel/Key Contact Person



- 15.10.5. Key Product/Services Offered
- 15.11. Osirium Ltd.
  - 15.11.1. Business Overview
  - 15.11.2. Key Revenue and Financials
  - 15.11.3. Recent Developments
  - 15.11.4. Key Personnel/Key Contact Person
  - 15.11.5. Key Product/Services Offered
- 15.12. Silverlake Mastersam Ltd.
  - 15.12.1. Business Overview
  - 15.12.2. Key Revenue and Financials
  - 15.12.3. Recent Developments
  - 15.12.4. Key Personnel/Key Contact Person
  - 15.12.5. Key Product/Services Offered
- 15.13. Hitachi ID Systems, Inc.
  - 15.13.1. Business Overview
  - 15.13.2. Key Revenue and Financials
  - 15.13.3. Recent Developments
  - 15.13.4. Key Personnel/Key Contact Person
  - 15.13.5. Key Product/Services Offered
- 15.14. ManageEngine
  - 15.14.1. Business Overview
  - 15.14.2. Key Revenue and Financials
  - 15.14.3. Recent Developments
  - 15.14.4. Key Personnel/Key Contact Person
  - 15.14.5. Key Product/Services Offered

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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