

User Entity Behavior Analytics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented by Deployment Type (On-Premises, Cloud-Based), By Use Case (User and Entity Monitoring, Insider Threat Detection, Threat Hunting), By End-User Industry (Banking, Financial Services, and Insurance (BFSI), Healthcare, Information Technology (IT) and Telecom, Government and Defense, Energy and Utilities), By Region, By Competition, 2018-2028

https://marketpublishers.com/r/U0F5537133AEEN.html

Date: October 2023

Pages: 182

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

ID: U0F5537133AEEN

## **Abstracts**

Global market for user Entity Behavior Analytics (UEBA) solutions has experienced tremendous growth in recent years and is poised to continue its strong expansion. The UEBA market reached a value of USD1.21 billion in 2022 and is projected to maintain a compound annual growth rate of 33.52% through 2028.

UEBA technologies are enabling businesses across industries to gain valuable insights into customer and employee behaviors. By analyzing user activities and detecting anomalies, these AI-powered solutions help organizations detect fraud, mitigate risks, ensure compliance and improve the customer experience.

Key drivers fueling the growth of the UEBA market include the increasing digitization of business processes, the rising adoption of smart devices by both employees and customers, and the growing demand from enterprises for data-driven insights. Modern customers expect convenient digital access and engagement, while remote and hybrid



work models have made monitoring user behavior more important for security.

Various industries like banking have widely adopted UEBA to strengthen cybersecurity and protect sensitive data. Large corporations have also emerged as major adopters of these solutions, leveraging behavioral analytics to enhance productivity, streamline operations and engage customers more effectively.

In summary, the global UEBA market is poised for robust expansion in the coming years, driven by the digital transformation of business, a relentless focus on security and risk management, and growing demand across sectors. Leading vendors are expected to increase investments in cutting-edge UEBA technologies like predictive analytics and seamless AI integration to further solidify their positions in this high-potential market.

**Key Market Drivers** 

Increasing Digitization of Business Processes

One of the major drivers fueling growth in the global UEBA market is the increasing digitization of business processes across all industries. More organizations are adopting digital tools and technologies to streamline operations, engage customers online, and facilitate remote work models. As more day-to-day activities move to digital platforms, it has become crucial for companies to monitor user behavior and interactions within these systems. UEBA solutions provide valuable insights into how customers and employees are utilizing various Use Cases, websites and other digital assets. This helps businesses identify anomalies, reduce security risks, detect fraud and ensure regulatory compliance. The growing usage of cloud, mobile and IoT technologies has also expanded the attack surface for cybercriminals, making behavioral monitoring and threat detection even more important. As digital transformation continues to accelerate, the need for comprehensive UEBA solutions will also increase significantly.

# Rising Adoption of Smart Devices

The rising adoption of smart devices by both individuals and enterprises is another key driver boosting the UEBA market. Both employees and customers now rely heavily on devices like smartphones, tablets, laptops and smart wearables to access information and complete tasks. However, the use of personal devices for work purposes has introduced new security vulnerabilities. At the same time, advanced mobile and IoT technologies have empowered threat actors with more sophisticated techniques. UEBA



vendors are addressing these challenges by offering solutions optimized for mobile and device-based user monitoring. Their tools provide actionable insights into app usage, geolocation patterns, device configurations and login activities. This helps organizations secure device access and detect any anomalies in user behavior across all endpoints. As the Bring Your Own Device trend grows and remote work becomes more permanent, demand for such device-focused UEBA capabilities will continue rising.

## Growing Focus on Data-Driven Decision Making

The increasing focus of enterprises on data-driven decision making and analytics is another key factor driving the UEBA industry. Organizations across all functions like marketing, sales, finance and IT now recognize the importance of leveraging data-driven insights to optimize processes, enhance products/services and streamline operations. UEBA solutions address this growing need by capturing and analyzing petabytes of user behavior data. They can detect patterns to predict customer churn, recognize upsell opportunities, pinpoint anomalies indicating fraud and ensure regulatory compliance. The tools also integrate with other security tools to automate responses. This has made UEBA technologies highly valuable for businesses seeking to make evidence-based strategic and tactical decisions. As data and analytics assume greater importance, investments in UEBA solutions that extract actionable intelligence from user behavior data are expected to rise significantly.

Key Market Challenges

## Data Privacy and Compliance Regulations

One of the major challenges faced by the UEBA industry is navigating stringent data privacy and compliance regulations across regions. As these solutions involve extensive monitoring and analysis of user activities and interactions, they capture and store vast amounts of personal information. However, regulations like GDPR in Europe impose strict rules around the collection, processing and storage of individuals' personal data. Any non-compliance or data breach can result in heavy financial penalties. Vendors must ensure their UEBA tools and practices are fully compliant with the local laws of each country and region they operate in. This increases complexity and costs for providers. They also need to focus on building user trust by enhancing transparency around data usage and providing robust security controls. As regulations around privacy, consent and data localization continue to tighten globally, UEBA companies will have to devote more resources to compliance, which can hamper their growth to some extent.



## Rapidly Evolving Threat Landscape

The UEBA industry also faces the ongoing challenge of keeping pace with the constantly evolving threat landscape. Cybercriminals employ more sophisticated techniques on a daily basis to bypass traditional security controls and steal critical information. They also leverage new vulnerabilities introduced by emerging technologies like cloud, IoT, AI etc. This requires UEBA solutions to continuously enhance their capabilities to detect novel as well as subtle threats and anomalies. Vendors must rapidly incorporate new detection models, risk assessment methodologies, integration with cutting-edge security tools and response automation. However, continuously updating products based on the latest threats and techniques leads to higher research, development and support costs. It also increases complexity for providers and customers. If UEBA companies are unable to quickly adapt, it could undermine the effectiveness of their solutions. This evolving threat environment will remain a challenge for the long-term growth and success of players in this industry.

**Key Market Trends** 

Growing Adoption of AI and Machine Learning

One of the major trends gaining momentum in the UEBA industry is the growing adoption of artificial intelligence and machine learning capabilities. Legacy rule-based solutions are unable to detect sophisticated threats that bypass predefined rules. UEBA vendors are now infusing AI/ML throughout their solution stack to autonomously learn normal user behaviors and identify anomalies in real-time. This includes incorporating techniques like deep learning, neural networks, natural language processing etc. Alpowered tools can analyze petabytes of structured and unstructured user data from diverse sources to build accurate behavioral profiles of individuals and entities. They then continuously monitor for deviations to flag anomalies for further investigation. Al also improves investigation efficiency by automatically prioritizing high-risk alerts. Leading vendors are focusing on developing self-learning models that require little ongoing training and can detect even unknown threats. This trend is allowing UEBA solutions to autonomously adapt to changing environments and threat patterns. It is also improving their accuracy, reducing false positives and making insights more actionable. As AI capabilities advance further, their adoption in UEBA tools will continue to accelerate.

Integration with SOAR platforms



Another emerging trend is the increasing integration of UEBA solutions with security orchestration, automation and response (SOAR) platforms. While UEBA tools detect anomalies and threats, security teams still need to manually investigate and respond to different alerts. This process is time-consuming and prone to errors or lapses. Vendors are now integrating UEBA capabilities with SOAR platforms to enable automated workflows for investigation and remediation. This streamlines incident response by automatically escalating high-priority alerts to the right security analysts based on risk scores and distributing other alerts to the right teams. SOAR platforms also automate common responses like isolating infected devices, changing credentials, and implementing firewall rules. This frees up security personnel to focus on more strategic tasks. As SOAR adoption grows, especially in large enterprises, demand for integrated UEBA-SOAR solutions will continue rising to boost security automation and reduce mean time to respond.

## Adoption of Cloud-Based SaaS Deployments

The rising adoption of cloud-based SaaS models is another notable trend in the UEBA industry. While on-premises solutions are suitable for some compliance-sensitive environments, the benefits of cloud-delivered tools are driving many organizations to adopt the SaaS model. Vendors are also shifting their focus towards the cloud to reduce upfront infrastructure and maintenance costs for customers. SaaS UEBA tools offer instant scalability and elasticity, simplified upgrades, centralized management, and consumption-based pricing. The cloud model is especially appealing for budget constrained SMBs. It also allows vendors to deliver innovations and advanced capabilities more easily through regular updates. This trend towards SaaS is making UEBA technologies more accessible to a wider base of global customers and enabling rapid go-to-market. Leading providers are investing in developing robust cloud-native platforms and architectures to capitalize on this shift and accelerate growth.

## Segmental Insights

## Deployment Type Insights

The cloud-based segment dominated the global user Entity Behavior Analytics market in 2022 and is expected to maintain its dominance during the forecast period until 2028. In 2022, the cloud-based deployment type accounted for nearly 60% of the overall market share and the trend is expected to continue with more organizations adopting cloud-delivered UEBA solutions.



The increasing preference for cloud-based UEBA tools can be attributed to various advantages over on-premises deployments. Cloud models offer scalability, flexibility and pay-as-you-go pricing which eliminates upfront capital expenditures for infrastructure and licenses. They also provide simplified maintenance, upgrades and management through a centralized platform. This makes cloud UEBA solutions more cost-effective for organizations of all sizes. Furthermore, cloud deployments allow easy access to solutions for a global workforce including remote and mobile employees. Vendors are also focusing on developing robust cloud-native platforms with advanced capabilities to capitalize on this growing demand. The cloud model also helps UEBA providers quickly roll out new features, integrations and innovations through regular updates. As digital transformation accelerates across industries, cloud-first strategies are becoming the norm which is driving the dominance of cloud-based UEBA deployments over on-premises installations.

## Use Case Insights

User and entity monitoring dominated the global user entity behavior analytics market based on use case in 2022 and is expected to maintain its dominance during the forecast period until 2028. User and entity monitoring accounted for over 35% of the market share in 2022 as it allows organizations to continuously monitor user activities across IT environments like applications, servers, networks and endpoints for any anomalies or deviations from normal patterns. It helps identify compromised or suspicious user accounts and detect insider threats and external attacks at an early stage. Furthermore, the rapidly growing volume, variety and velocity of user activity data with the proliferation of cloud, mobile and IoT technologies has increased the risks of security breaches. This has prompted more organizations to adopt UEBA solutions for user and entity monitoring to protect critical assets and detect threats holistically in real-time. The segment's growth is expected to be further fueled by the rising need for comprehensive visibility and contextual awareness of user behaviors across an ever-expanding attack surface.

## Regional Insights

The North American region dominated the global user entity behavior analytics market in 2022 and is expected to maintain its dominance during the forecast period until 2028.

North America accounted for over 35% share of the overall market in 2022 and the trend is projected to continue during the forecast period. The strong presence of UEBA



vendors in the region along with significant technological advancements and adoption across industries is driving the North American market. Major sports leagues in countries like the United States and Canada are early adopters of innovative technologies to enhance fan experiences. They have been leveraging UEBA solutions for Use Cases ranging from digital ticketing and concessions to venue navigation and security.

Furthermore, stringent data privacy and security regulations in North America are prompting organizations to invest in robust behavioral monitoring and threat detection tools. Increased regulatory focus on areas like Government and Defense and financial crime compliance is also boosting demand. Large enterprises in sectors such as banking, healthcare and government have been at the forefront of UEBA adoption to strengthen risk management and compliance. Additionally, abundant venture capital funding and R&D spending in the region support growth opportunities for UEBA vendors. This well-established base of customers and vendors, coupled with regulatory support, positions North America as a dominant and lucrative regional market.

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Key Market Players
ANTHROPIC
Bay Dynamics
Balabit
Bottomline Technologies
Varonis
Rapid7
Exabeam
MICROSOFT
SPLUNK

Securonix



## Report Scope:

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

User Entity Behavior Analytics Market, By Deployment Type:

On-Premises

Cloud-Based

User Entity Behavior Analytics Market, By Use Case:

User and Entity Monitoring

**Insider Threat Detection** 

**Threat Hunting** 

User Entity Behavior Analytics Market, By End-User Industry:

Banking, Financial Services, and Insurance (BFSI)

Healthcare

Information Technology (IT) and Telecom

Government and Defense

**Energy and Utilities** 

User Entity Behavior Analytics Market, By Region:

North America

**United States** 

Canada



I	Mexico	
Europe		
ı	France	
ı	United Kingdom	
ı	Italy	
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Asia-Pa	cific	
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;	South Korea	
South A	merica	
ı	Brazil	
,	Argentina	
(	Colombia	
Middle E	East & Africa	
;	South Africa	



Saudi Arabia
UAE
Kuwait
Turkey
Egypt

# Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global User Entity Behavior Analytics Market.

Available Customizations:

Global User Entity Behavior Analytics 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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