

# **Application Security Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solution and Services), Organization Size (Large Enterprises and SMEs), Industry Vertical (BFSI, IT and Telecom, Government, Healthcare, Manufacturing, Retail and Ecommerce, and Others), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America)**

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## **Abstracts**

The application security market size was valued at US\$39.64 billion in 2024 and is expected to reach US\$89.01 billion by 2033; it is estimated to record a CAGR of 12.6% from 2025 to 2031.

The application security market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. Asia Pacific dominated the market in 2025, followed by Europe and the North America, respectively.

The solutions segment holds a significant share of the application security market, driven by the growing need to protect applications from evolving cyber threats across their lifecycle. Application security solutions are designed to identify, prevent, and remediate vulnerabilities in software applications, both on-premises and in cloud environments. These solutions include Static Application Security Testing (SAST),

Dynamic Application Security Testing (DAST), Interactive Application Security Testing (IAST), Runtime Application Self-Protection (RASP), and Web Application Firewalls (WAFs). With the increasing adoption of DevOps and CI/CD pipelines, organizations are integrating automated security tools early in the development process, giving rise to the DevSecOps approach. Cloud-native applications, APIs, and microservices further drive demand for advanced application security solutions that provide real-time threat detection and continuous monitoring. Enterprises prefer scalable, AI-driven solutions that reduce false positives and enhance threat intelligence. As regulatory compliance requirements grow stricter and cyberattacks become more sophisticated, application security solutions continue to evolve, offering comprehensive protection, faster deployment, and improved risk management capabilities across diverse industry verticals.

Industrial energy management system market future trend: Traditional perimeter-based application security approaches are insufficient as enterprises adopt cloud-native architectures, remote work, mobile applications, and third-party integrations, all of which expand the application attack surface. Zero-Trust application security operates on the principle of “never trust, always verify,” requiring authentication, authorization, and validation of every user, device, and application interaction, regardless of location or network. This paradigm drives demand for application security solutions such as identity and access management (IAM), runtime application self-protection (RASP), API security, multi-factor authentication (MFA), and continuous application monitoring. In December 2025, Xage Security and LTIMindtree partnered to strengthen cybersecurity for infrastructure industries, extending identity-based zero-trust principles across IT, OT, and cloud environments—demonstrating how Zero-Trust can be applied to protect applications and their data.

Identity-centric application security enables organizations to enforce granular, context-aware access policies based on user behavior, device posture, and application risk levels. As cyberattacks are targeting application credentials, APIs, and insider activity, enterprises are investing in solutions that integrate identity intelligence with application security controls. Regulatory and compliance requirements accelerate adoption, as Zero-Trust frameworks demonstrate governance, auditability, and secure access. The rise of cloud-native applications, SaaS adoption, and digital transformation initiatives across sectors such as banking, healthcare, retail, and government fuels demand. Vendors offering Zero-Trust-aligned application security solutions benefit from long-term deployments, recurring subscription models, and growing enterprise budgets focused on safeguarding digital assets.

Oracle Corp, International Business Machines Corp, Open Text Corp, SAP SE, Cisco Systems Inc, Microsoft Corp, Broadcom Inc, Palo Alto Networks Inc, CrowdStrike Holdings Inc, and Fortinet Inc. are among the key players profiled during this market study. Several other essential market players were also studied and analyzed to get a holistic view of the global application security market and its ecosystem.

The overall application security market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the application security market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the application security market.

### **Reason to buy**

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Application Security market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Application Security market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Application Security market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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