

Asia Pacific Mobile Threat Defense Market Forecast to 2030 - Regional Analysis - by Operating System (Android and iOS), Enterprise Size (Large Enterprise and SMEs), and End User (IT and Telecom, BFSI, Manufacturing, Retail and E-commerce, Government, and Others)

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Abstracts

The Asia Pacific mobile threat defense market was valued at US\$ 621.54 million in 2022 and is projected to reach US\$ 3,931.46 million by 2030; it is estimated to record a CAGR of 25.9% from 2022 to 2030.

Growing Cloud Technology Boosts Asia Pacific Mobile Threat Defense Market

Cloud computing provides a cost-effective way to handle data, enabling organizations to store and process it in a centralized location without investing in expensive hardware and infrastructure. This provides SMEs and small startups with a cost-effective method to avail various software solutions and store systems on the cloud. Cloud services can be used on a subscription or pay-as-you-go basis model, which helps small businesses reduce capital spending and allows them to shift their IT costs to operational expenses. As SMEs and startups can be a huge contributor to any country's economic growth, there are rising investments to flourish the cloud infrastructure.

In May 2023, Amazon Web Services (AWS) announced an investment of US\$ 12.7 billion to build an efficient cloud infrastructure in India by 2030. Under the Digital India Vision, the country focuses on expanding its cloud infrastructure to meet growing customer demand. The deployment of a mobile threat defense system on a cloud platform will help businesses access it with robust security measures and advanced

data protection features for mobile devices. Thus, the growing cloud market will encourage and help startups and SMEs access advanced technologies and solutions that can create lucrative opportunities for the mobile threat defense market.

Asia Pacific Mobile Threat Defense Market Overview

The Asia Pacific mobile threat defense market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. Enterprises in the region increasingly adopt mobile threat defense solutions in their core business functions. The growing need for mobile threat defense across various industries and the rising focus of organizations on enhancing existing business systems drive the market growth in Asia Pacific. Market players are expanding their businesses and introducing advanced solutions to fuel the Asia Pacific mobile threat defense market share. Protectt.ai, a pioneering MTD startup, announced its expansion with an improved facility at the Product Innovation Center, Chennai, in August 2023. The new center aims to cater to the ever-evolving mobile threat defense needs of banking and financial enterprises by delivering solutions powered by deep tech and cutting-edge research in mobile security. The Product Innovation Center will bring together Protectt.ai's digital ecosystem comprising clients, partners, other startups, and academia to inspire and nurture innovative Mobile Digital solutions in cyber threat defense. In addition, in September 2022, Protectt.ai announced the launch of the innovative product AppBind. The product enables Zero Trust Device Binding for mobile banking apps. In addition, the MTD cyber security startup announced the inauguration of a new office in Mumbai, India, thereby continuing its momentum of expansion.

Increased Internet penetration and consumption and the rapid adoption of mobile threat defense solutions are a few factors fueling the Asia Pacific mobile threat defense market growth. In March 2021, Motorola and Zimperium, one of the global leaders in mobile security, announced a partnership to provide B2B customers with an industry-leading mobile threat defense solution through ThinkShield for the mobile platform.

Asia Pacific Mobile Threat Defense Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Mobile Threat Defense Market Segmentation

The Asia Pacific mobile threat defense market is categorized into component, deployment, end user and country.

Based on component, the Asia Pacific mobile threat defense market is bifurcated into

android and iOS. The android segment held a larger market share in 2022.

In terms of deployment, the Asia Pacific mobile threat defense market is segmented into large enterprise and SMEs. The large enterprise segment held a larger market share in 2022.

By end user, the Asia Pacific mobile threat defense market is categorized into IT and telecom, BFSI, manufacturing, retail and E-commerce, government and others. The IT and telecom segment held the largest market share in 2022.

By country, the Asia Pacific mobile threat defense market is segmented into China, India, Japan, South Korea, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific mobile threat defense market share in 2022.

Sophos Ltd, Lookout Inc, SentinelOne Inc, Microminder Cybersecurity, AO Kaspersky Lab, Ivanti, SAP SE, Cisco Systems Inc, Zimperium Inc, and Broadcom Inc are some of the leading companies operating in the Asia Pacific mobile threat defense market.

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