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Europe 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 Europe mobile threat defense market was valued at US$ 730.44 million in 2022 and is projected to reach US$ 4,268.12 million by 2030; it is estimated to record a CAGR of 24.7% from 2022 to 2030.

Increasing Demand from BFSI Sector Drives Europe Mobile Threat Defense Market

In recent years, the banking, financial services, and insurance (BFSI) sector has become a foremost target for cyber attackers to exploit vulnerabilities in employee or corporate-owned mobile devices. As mobile usage continues to rise within the sector, the risks associated with cyber threats are also rising.

Cyber attackers are progressively targeting mobile devices within the BFSI sector due to their widespread adoption and the valuable and critical data they hold. From malware and phishing attacks to data breaches and insider threats, mobile devices have become a leading factor for cyberattacks against BFSI companies.

To mitigate the risks posed by cyberattacks on mobile devices, the BFSI sector's market players can leverage mobile threat defense solutions to augment their security and protect sensitive data. Mobile threat defense solutions provide advanced threat detection and prevention capabilities specifically tailored for mobile devices. The

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solution analyzes device behavior, network traffic, and application activity to identify and block malicious threats in real time. By implementing these solutions, BFSI enterprises can strengthen their defenses against emerging cyber threats and maintain trust and confidence among customers and stakeholders.

Europe Mobile Threat Defense Market Overview

The Europe mobile threat defense market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The incidents of cyber threats continue to grow in Europe, with cyberattacks targeting multiple institutions across the European Union (EU). In June 2023, China-based hackers breached the Western European Government's email accounts. The group of hackers gained access to email accounts affecting about 25 organizations that included government agencies and to accounts of individuals that are linked to these organizations. It had gone undetected for about a month until customers complained to Microsoft about abnormal email activity. To prevent such attacks, security solutions such as mobile threat defense are used widely in Europe.

In Europe, various industry players are partnering and collaborating with mobile threat defense solution providers to offer data protection solutions for mobile devices. In May 2022, Corrata, an award-winning mobile security solution provider, partnered with Three UK to bring Corrata's MTD solution to Three UK's business customers. The solution provides organizations protection against the full range of mobile cyberattacks, including SMS phishing, malware, and Wi-Fi hacks, in a simple-to-deploy, easy-to-manage solution. This launch was supported by their partner CWSI.

Europe Mobile Threat Defense Market Revenue and Forecast to 2030 (US$ Million)

Europe Mobile Threat Defense Market Segmentation

The Europe mobile threat defense market is categorized into operating system, enterprise size, end user and country.

Based on operating system, the Europe mobile threat defense market is bifurcated into android and iOS. The android segment held a larger market share in 2022.

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

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By end user, the Europe 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 Europe mobile threat defense market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. Germany dominated the Europe mobile threat defense market share in 2022.

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

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