

# **Middle East & Africa 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 Middle East & Africa mobile threat defense market was valued at US\$ 175.21 million in 2022 and is projected to reach US\$ 823.20 million by 2030; it is estimated to record a CAGR of 21.3% from 2022 to 2030.

### **Integration of AI and Other Advanced Technologies Bolster Middle East & Africa Mobile Threat Defense Market**

Rapidly evolving security threats are estimated to raise the need for disruptive technologies such as artificial intelligence (AI) that are capable of analyzing a large amount of data. The ability of AI to provide quick mathematical calculations in order to augment the vital abilities of human intelligence is anticipated to generate growth opportunities for the mobile threat defense market in the near future.

Several mobile threat defense service providers have already integrated their existing solutions with AI techniques to improve their analytical and incident response abilities. For example, VMware provides a mobile threat defense solution to protect mobile devices from phishing and application, device, and rogue network-originated threats. The collaboration of existing mobile threat defense solutions with advanced analytical technologies to meet the end user expectations is further anticipated to drive noteworthy growth across the value chain of the mobile threat defense market.

## Middle East & Africa Mobile Threat Defense Market Overview

The Middle East & Africa mobile threat defense market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The region has experienced a rapid penetration of Internet over the years. The government bodies have also increased their initiatives to promote the adoption of digital technologies across all industry verticals to upsurge efficiency and compete in the global market. In March 2021, the government of Saudi Arabia launched the Digital Government Authority (DGA) to oversee the national digital strategy across the country. Further, the UAE, Saudi Arabia, Oman, Kuwait, Qatar, and other growing economies across the region are becoming potential markets for digitalization owing to a rapid rise in industrialization and an increase in advanced technological solutions. Thus, such digital growth in the Middle East & Africa is acting as a major contributor to the adoption of advanced security solutions such as mobile threat defense, which helps secure mobile devices across various industries.

Various mobile threat defense market players are expanding their presence in the Middle East by distributing their security products to organizations operating in the region, which fuels the mobile threat defense market growth in the Middle East & Africa. In April 2021, CyberKnight signed a partnership agreement with Lookout, an integrated endpoint-to-cloud security company, to distribute its products in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the UAE. The partnership was aimed to deliver a Lookout Secure Access Service Edge (SASE) solution that delivers the market's leading approach to integrated Mobile Endpoint Security, Zero Trust Network Access (ZTNA), and Cloud Access Security Broker (CASB).

## Middle East & Africa Mobile Threat Defense Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa Mobile Threat Defense Market Segmentation

The Middle East & Africa mobile threat defense market is categorized into operating system, enterprise size, end user, and country.

Based on operating system, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa mobile threat defense market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa mobile threat defense market share in 2022.

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

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