

# **Mobile Threat Defense Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Operating System (Android and iOS), Enterprise Size (Large Enterprises and SMEs), and End-User (IT and Telecomm, BFSI, Manufacturing, Retail and E-commerce, Government, and Others)**

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## **Abstracts**

The mobile threat defense market size was valued at US\$ 2.5 billion in 2022 to US\$ 14.4 billion by 2030; it is estimated to record a CAGR of 24.2% from 2022 to 2030. Increasing requirement for advanced security solutions will have significant impact on the mobile threat defense market forecast in the next few years.

The increasing requirement for advanced security solutions to support digital transformation and the BYOD concept has significantly aided the mobile threat defense market growth. Post-COVID-19, the BYOD concept has gained traction, and organization preference for remote working has boosted the demand for mobile device security solutions. Organizations worldwide are adopting advanced security solutions, propelling the demand for mobile device security solutions, and fostering mobile threat defense market growth. For example, in May 2021, Pradeo's mobile threat defense services were integrated with Knox Manage, Samsung's mobile device management (MDM) solution, which is now available with Knox Suite. With this solution, the organization automated the protection of its mobile fleet, knocking out all the increasing cyber threats (such as malware or data exfiltration) targeting enterprise mobility in a few clicks.

The rising trend of the hybrid work culture and increasing use of mobile devices to share

work-related information and data has generated the need for advanced security solutions such as mobile threat defense solutions. To cater to this demand, market players are engaging in various organic and inorganic growth strategies, which are propelling the mobile threat defense market growth. A few of the strategies are mentioned below:

- In November 2023, Google, Microsoft, and Meta partnered to improve app security through a newly restructured App Defense Alliance under the Joint Development Foundation, part of the Linux Foundation family. The steering committee plans to expand the scope of the Alliance to foster collaborative implementation of industry standards for app security. Google is planning to collaborate with mobile threat detection providers to combat threats while actively partnering with the App Defense Alliance and the community to help make apps safer for all users across ecosystems.
- In June 2023, StarHub launched its mobile threat defense solution to address the rising threat of mobile security breaches encountered by enterprises. The MTD solution, powered by Zimperium MTD's mobile security platform, uses ML to protect mobile devices, data, and apps against known and unknown threats. StarHub's MTD accurately identifies zero-day malware and the latest mobile threats, providing users with real-time, on-device protection against attacks.

The mobile threat defense market analysis has been carried out by considering the following segments: operating system, enterprise size, and industry vertical. Based on the operating system, the mobile threat defense market is bifurcated into Android and iOS. Based on enterprise size, the mobile threat defense market is segmented into large enterprises and SMEs. Based on end-user, the mobile threat defense market is segmented into IT and Telecomm, BFSI, manufacturing, retail and e-commerce, government, and others.

The scope of the mobile threat defense market report covers North America (the US, Canada, and Mexico), Europe (Russia, the UK, Germany, France, Italy, and the Rest of Europe), Asia Pacific (South Korea, China, India, Japan, Australia, and the Rest of Asia Pacific), Middle East & Africa (South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa), and South & Central America (Brazil, Argentina, and the Rest of South & Central America). In 2022, North America has largest mobile threat defense market share.

Cisco Systems, Inc.; Ivanti; SAP SE; Broadcom; AO Kaspersky Lab; Zimperium; SentinelOne; Micro Focus; Pradeo; and Check Point Software Technologies Ltd are

among the prominent players profiled in the mobile threat defense market report. In addition, several other players have been studied and analyzed during the study to get a holistic view of the market and its ecosystem. The report includes growth prospects in light of current mobile threat defense market trends and driving factors influencing the market growth.

The overall mobile threat defense market size has been derived using both primary and secondary sources. To begin the mobile threat defense market research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the mobile threat defense market. The process also serves the purpose of obtaining an overview and market forecast of the mobile threat defense market growth with respect to all market segments. Also, multiple primary interviews have been conducted with industry participants and commentators to validate the data and gain more analytical insights about the topic. Participants in this process include 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 mobile threat defense market.

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