

North America Cybersecurity Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solution and Services), Type (Network Security, Endpoint Security, Application Security, Infrastructure Security, and Others), Organization Size (Large Enterprises and SMEs), and Industry Vertical (BFSI, IT and Telecom, Government, Healthcare, Manufacturing, Retail and Ecommerce, and Others)

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Abstracts

The North America cybersecurity market is projected to grow significantly, reaching an estimated US\$ 192.4 billion by 2031, up from US\$ 84.8 billion in 2024. This growth reflects a compound annual growth rate (CAGR) of 12.7% from 2025 to 2031, driven by increasing digitalization and the rising threat of cybercrime across various sectors.

The market is primarily segmented into the United States, Canada, and Mexico, with the US holding the largest share in 2024. The rapid digitization of industries in North America, coupled with the region's advanced IT and cloud infrastructure, has created a fertile ground for cybersecurity solutions. The adoption of cutting-edge technologies such as artificial intelligence (AI), machine learning, and blockchain is becoming prevalent across major industry verticals, enhancing the need for robust cybersecurity measures.

As the digital landscape evolves, so do the expectations of citizens regarding government services, leading to a more mature digital government ecosystem in North America. Cybersecurity has emerged as a critical component of business operations,

particularly in sectors like banking, financial services, insurance (BFSI), government, defense, and healthcare, where safeguarding against cyber threats is paramount. The US and Canada have implemented comprehensive strategies to address these threats, including recent initiatives like the executive order signed by President Biden in February 2024, aimed at bolstering cybersecurity at US ports.

The region has also witnessed a dramatic increase in cybercrime, with the FBI's Internet Crime Complaint Center (IC3) reporting 859,532 complaints in 2024, resulting in losses of US\$ 16.6 billion—a 33% increase from the previous year. Notably, cryptocurrency fraud has surged, accounting for US\$ 9.3 billion in losses, a staggering 66% rise compared to 2023. Ransomware attacks targeting critical infrastructure have increased by 9%, while business email compromise (BEC), phishing, and investment fraud have collectively represented 83% of reported losses. This alarming trend underscores the urgent need for advanced cybersecurity solutions as threat actors become increasingly sophisticated.

The North American cybersecurity market is characterized by a diverse array of players focused on innovation. Key companies include Microsoft, Broadcom, Okta Inc., and IBM Corporation, all of which are actively developing cutting-edge solutions to meet the growing demand for cybersecurity. The integration of AI into cybersecurity solutions is a transformative trend that is reshaping the market. AI technologies enhance threat detection, automate incident response, and improve overall security posture, making them essential in combating advanced cyber threats.

AI systems can analyze vast amounts of data quickly, identify patterns, and detect anomalies indicative of malicious activity, often preemptively. Machine learning algorithms adapt over time, learning from new threats and improving their predictive capabilities. This is particularly crucial for addressing zero-day attacks and advanced persistent threats (APTs). Leading vendors are embedding AI and machine learning into their platforms to provide intelligent and scalable cybersecurity solutions. For example, Honeywell's introduction of AI-powered cybersecurity solutions in June 2025 highlights the industry's shift towards integrating AI for enhanced operational resilience.

The North American cybersecurity market is further segmented by component, type, organization size, and industry vertical. In 2024, solutions accounted for the largest market share, with network security being the most significant type. Large enterprises dominated the market, reflecting the substantial investments made by these organizations in cybersecurity. The BFSI sector also held the largest share among industry verticals, driven by stringent regulatory requirements and the need for robust

security measures.

The US continues to lead the North American cybersecurity market, bolstered by a stringent regulatory environment and proactive measures in response to past cyberattacks. The FBI reported that cyberattacks in 2023 resulted in financial losses of US\$ 12.3 billion, further emphasizing the critical need for effective cybersecurity solutions. The incorporation of AI for detecting phishing attempts and the growing acceptance of cloud-based security solutions are additional factors contributing to market growth in the US.

In summary, the North America cybersecurity market is poised for significant growth, driven by increasing digitalization, rising cyber threats, and the presence of major market players. As organizations continue to prioritize cybersecurity, the integration of AI and innovative solutions will play a pivotal role in shaping the future of the industry.

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