

North America DNS Security Software Market Forecast to 2030 - Regional Analysis - by Deployment (On-Premise and Cloud) and Organization Size (Small & Medium Enterprises and Large Enterprises)

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Abstracts

The North America DNS security software market is expected to grow from US\$ 525.09 million in 2022 to US\$ 1,221.25 million by 2030. It is estimated to grow at a CAGR of 11.1% from 2022 to 2030.

Increasing Adoption of DNSSEC Solution Fuels North America DNS Security Software Market

Like many internet protocols, DNS systems were not designed keeping security in mind, and they contain several design limitations. These limitations, combined with technological advancements, have made it easier for online attackers to hijack a DNS lookup for malicious activities, which involve redirecting users to fraudulent websites that can distribute malware or collect personal information. Domain Name System Security Extensions (DNSSEC) is a security protocol created to fix this problem. DNSSEC is a set of extensions to DNS that adds a layer of security by digitally signing DNS data. DNSSEC provides a higher level of security by ensuring authenticity and integrity of DNS data. As cyber threats like DNS spoofing and cache poisoning become more sophisticated, organizations are turning to DNSSEC as a crucial defense mechanism. Moreover, DNSSEC implements a hierarchical digital signing policy across all layers of DNS. For instance, in the case of google.com lookup, a root DNS server would sign a key for the.COM name server and it would then sign a key for google.com's authoritative name server. Many industries and government entities have imposed regulations that require the implementation of DNSSEC for security and compliance reasons. This includes sectors such as finance, healthcare, and government. DNS security software that offers DNSSEC support helps organizations meet these compliance requirements. The increasing adoption of DNSSEC is

anticipated to be a significant trend in the DNS security software market because it addresses critical DNS-related security concerns, aligns with regulatory requirements, and enhances trust and authenticity in the digital landscape. DNS security software providers that offer DNSSEC support are well-positioned to fulfill the evolving security needs of organizations and individuals in an increasingly interconnected world. Therefore, the DNSSEC is likely to emerge as a significant future trend in the DNS security software market in the coming years.

North America DNS Security Software Market Overview

The North America DNS security software market is segmented into the US, Canada, and Mexico. The increasing number of Distributed Denial-of-Service (DDoS) attacks in North America is the primary factor for the growth of the DNS security software market as the DNS security software helps prevent damage from DDoS attacks. In August 2023, Zayo Group Holdings, Inc.-a leading global communications infrastructure provider-announced its annual Distributed Denial of Service (DDoS) Insights Report, analyzing DDoS attack activity and impact across industries in the first half of 2023. The report analyzed more than 70,000 threat detections and mitigation experiences by Zayo Group Holdings, Inc.'s customers across 14 industries and regionally across America and Western Europe between January 1 and June 30, 2023. Various sectors, including IT & telecommunication, education, retail, media, healthcare, and government, were hit by DDoS attacks. Telecommunications companies were a prime target for attackers due to the critical role telecom providers play in providing communication and Internet services. The industry saw the most frequent attacks, accounting for roughly half of the total attack volume, with more than 37,000 attacks in the first half of 2023. Hence, the increase in DDoS attacks in North America is helping boost the adoption of DNS security software technologies. In the US, federal government agencies encounter malicious cyber activities that could result in impacts on essential services or unauthorized access to sensitive data in the government database. Various DNS security software providers are launching DNS software services to protect sensitive databases. For instance, in September 2022, the Cybersecurity and Infrastructure Security Agency (CISA) launched its Protective DNS Resolver with general availability for federal agencies. The new Protective Domain Name System (DNS) is available to all federal civilian agencies. The CISA was actively onboarding federal agencies into service with modernized capabilities to detect and protect threats from internet traffic and raise our collective cyber defense. The Protective DNS services provide various features to the federal enterprise. The new DNS services help expand coverage of the federal enterprise, they offer enhanced threat intelligence to provide comprehensive threat detection and prevention, and they provide real-time alert response for rapid threat notifications. Moreover, according to the DNS Threat Report by EfficientIP in 2020, the average cost of the attacks in the US is US\$ 1,082,710. The rise in DNS-

based attacks has fueled the demand for DNS security solutions in the US.
North America DNS Security Software Market Revenue and Forecast to 2030 (US\$ Million)

North America DNS Security Software Market Segmentation

The North America DNS security software market is segmented into deployment, organization size, and country.

Based on deployment, the North America DNS security software market is bifurcated into on-premise and cloud. The cloud segment held a larger share of the North America DNS security software market in 2022.

In terms of organization size, the North America DNS security software market is categorized into small & medium enterprises and large enterprises. The large enterprises segment held a larger share of the North America DNS security software market in 2022.

Based on country, the North America DNS security software market is segmented into the US, Canada, and Mexico. The US dominated the North America DNS security software market in 2022.

Akamai Technologies; Comodo Security Solutions, Inc; DNSFilter Inc.; DomainTools; Efficient IP; Open Text Corporation; ScoutDNS, LLC; Avast Software s.r.o.; Cisco Systems Inc; and TitanHQ are some of the leading companies operating in the North America DNS security software market.

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