

North America Endpoint Detection and Response (EDR) Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Endpoint Detection and Response (EDR) Market is projected to grow significantly, reaching approximately US\$ 7,697.4 million by 2031, up from US\$ 2,600.4 million in 2024. This growth represents a compound annual growth rate (CAGR) of 17.3% from 2025 to 2031.

Executive Summary and Market Analysis

The North American region, particularly the United States and Canada, boasts a well-established cybersecurity landscape, featuring major players like CrowdStrike, SentinelOne, and Microsoft, which provide advanced EDR solutions. Organizations across various sectors, including finance, healthcare, and government, are increasingly adopting EDR tools to defend against sophisticated cyber threats such as ransomware, fileless malware, and insider attacks. The rise of remote work and the expansion of cloud services are driving the demand for real-time monitoring, threat detection, and incident response capabilities.

Moreover, a robust regulatory environment, with frameworks like HIPAA, CCPA, and NIST, is pushing organizations to invest in comprehensive endpoint security measures. As cyber threats evolve, North America remains at the forefront of EDR innovation and implementation, with ongoing investments in AI-driven threat detection, behavioral analytics, and integration with Security Information and Event Management (SIEM) systems. For instance, as of April 2025, despite broader concerns in the tech sector, including uncertainties surrounding US tariffs, CrowdStrike's stock surged by 14% year-to-date, positively impacting the overall cybersecurity sector. The company is also expanding its extended detection and response (XDR) capabilities.

In early 2025, ReliaQuest raised over US\$ 500 million, valuing the company at US\$ 3.4 billion, with its GreyMatter XDR platform utilizing agentic AI to automate detection and response across various enterprise tools, indicating a trend towards innovative solutions in the market.

Strategic Insights

Market Segmentation Analysis

The North America EDR Market can be segmented based on several criteria:

By Component: The market is divided into Solutions and Services, with Solutions holding the largest market share in 2024.

By Deployment Mode: The market is categorized into Cloud and On-Premises, where Cloud solutions dominate the market share in 2024.

By Enterprise Size: The segmentation includes SMEs and Large Enterprises, with Large Enterprises accounting for the largest share in 2024.

By Industry Vertical: The market is segmented into BFSI, IT and Telecom, Healthcare, Retail, Government, Manufacturing, and Others, with BFSI leading the market share in 2024.

Market Outlook

Traditional antivirus and perimeter-based security measures are increasingly inadequate against advanced cyber threats, especially as attackers utilize AI, zero-day vulnerabilities, and social engineering tactics to bypass defenses. EDR solutions fill these gaps by providing real-time visibility, behavioral analysis, and rapid incident response capabilities directly at the endpoint level.

In the first quarter of 2024, the Anti-Phishing Working Group (APWG) reported 963,994 unique phishing websites, which decreased to 877,536 in the second quarter. Despite this decline, phishing remains a significant issue, with a year-over-year increase in phishing attacks, rising by approximately 50,000 to around 1.9 million between May 2023 and April 2024. Additionally, the IBM Cost of a Data Breach Report 2024 indicated that the average cost of a data breach rose to US\$ 4.88 million, marking a 10%

increase from 2023, the largest rise since the COVID-19 pandemic.

Ransomware attacks have become increasingly prevalent, targeting organizations with complex payloads that often involve stealthy infiltration and lateral movement across networks before encrypting critical data. EDR tools are essential in detecting unusual behavior, isolating affected endpoints, and enabling forensic investigations to contain and remediate threats. According to the FBI's International Crime Report, cyberattacks in 2023 resulted in financial losses of US\$ 12.3 billion for Americans. The integration of AI and machine learning for detecting phishing attempts, along with the growing acceptance of cloud-based security solutions, further contributes to market growth.

The shift towards remote and hybrid work models has expanded the attack surface, making endpoint security more critical than ever. With employees accessing corporate resources from various devices and locations, EDR solutions provide vital protection by continuously monitoring endpoints, regardless of their physical location. This trend underscores the increasing sophistication of cyberattacks and the necessity for robust EDR solutions.

Country Insights

The North America EDR Market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. EDR solutions are widely adopted across various sectors in the US, including government, finance, healthcare, and critical infrastructure, due to the rising frequency and sophistication of cyberattacks. The US is home to leading cybersecurity firms such as CrowdStrike, SentinelOne, Palo Alto Networks, and Microsoft, which are at the forefront of EDR innovation, leveraging AI, machine learning, and behavioral analytics to detect, investigate, and respond to endpoint threats in real time. Regulatory standards from organizations like NIST and CISA further drive the demand for robust endpoint protection. Overall, the US EDR market is mature, competitive, and continuously evolving, reflecting a strong commitment to safeguarding digital assets against emerging cyber threats.

Company Profiles

Key players in the North America EDR market include Microsoft Corp, Broadcom Inc, Cisco Systems Inc, Palo Alto Networks Inc, Fortinet Inc, Trend Micro Inc, CrowdStrike Holdings Inc, Zoho Corp Pvt Ltd, SentinelOne Inc, and Sophos Ltd. These companies are employing various strategies, including expansion, product innovation, and mergers

and acquisitions, to enhance their offerings and increase market share.

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