

North America 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)

<https://marketpublishers.com/r/NA6905E9F5DCEN.html>

Date: October 2024

Pages: 86

Price: US\$ 3,550.00 (Single User License)

ID: NA6905E9F5DCEN

Abstracts

The North America mobile threat defense market was valued at US\$ 902.09 million in 2022 and is projected to reach US\$ 4,882.91 million by 2030; it is estimated to record a CAGR of 23.5% from 2022 to 2030.

Strategic Initiatives by Market Players Fuel North America Mobile Threat Defense Market

Various departments of industries, such as IT and telecom, BFSI, manufacturing, retail, and others, have promoted remote work culture. As the remote working model mandates the use of smartphones and tablets, it becomes crucial for industries to safeguard their official and critical organization information. This scenario has aggravated the demand for security software solutions. In addition, with the rise in cyberattacks, the demand for security solutions is gaining traction. Thus, market players are engaged in several organic and inorganic growth strategies, which, in turn, fuel the mobile threat defense market growth.

A few strategic initiatives by the market players are mentioned below:

8In January 2023, Ivanti and Lookout, Inc. announced the extension of their strategic partnership to include Lookout Mobile Endpoint Security as part of the Ivanti Neurons

automation platform. The combined solution, including Ivanti Go and Ivanti Neurons for Modern Device Management, is a best-in-class security and management solution that enables Ivanti customers to deploy a mobile strategy to secure the hybrid workforce while reducing overall risk to the organization. The combination of unified endpoint management and mobile threat defense enables organizations to proactively manage and secure mobile devices against the broadest array of attacks and defend against web-based and sophisticated attacks.

In June 2023, Pradeo launched unmatched benefits for MSSPs with its latest mobile threat defense release. Pradeo's newest version of its mobile threat defense solution offers turnkey features designed to blend smoothly with MSSP's existing offering and drastically cut down administration time.

North America Mobile Threat Defense Market Overview

The North America mobile threat defense market is segmented into the US, Canada, and Mexico. North America is one of the fastest-growing regions in terms of technological innovations and the adoption of AI, blockchain, and other advanced technologies across all the major industry verticals. With the increasing penetration of digitization in various industries, the demand for mobile threat defense (MTD) solutions is increasing rapidly in companies as these solutions allow businesses to provide endpoint security to mobile devices exposed to potential cyber threats. The North America mobile threat defense market share is primarily driven by rising demand from the BFSI, IT & telecom, manufacturing, government, and other sectors, where mobile threat defense solutions secure software of mobile and offer security to other components of a mobile device such as network traffic, applications, stored data, and other personal information. Thus, several market players launch solutions to cater to the demand for mobile threat defense solutions from various end-user industries. For instance, in June 2022, Broadcom announced the launch of the Workspace ONE family, a mobile threat defense solution. The solution is a new integration with Workspace ONE Intelligent Hub. In Android, iOS, and Chrome OS mobile devices, this solution protects against threats coming from malware, phishing, malicious content, machine-in-the-middle attacks, rogue networks, and others.

The US is expected to hold the largest mobile threat defense market share and record the highest CAGR during 2024-2031. Factors such as a rise in the adoption of digital tools and an increase in cyber-attacks fuel the market growth in North America. Moreover, North America has a large number of mobile threat defense market players who have been increasingly focusing on developing innovative solutions. Cisco

Systems, Inc.; Ivanti; Broadcom; Zimperium; and SentinelOne are among the key market players.

North America Mobile Threat Defense Market Revenue and Forecast to 2030 (US\$ Million)

North America Mobile Threat Defense Market Segmentation

The North America mobile threat defense market is categorized into operating system, enterprise size, end user, and country.

Based on operating system, the North America mobile threat defense market is bifurcated into android and iOS. The iOS segment held a larger market share in 2022.

In terms of enterprise size, the North America 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 North America 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 North America mobile threat defense market is segmented into the US, Canada, and Mexico. The US dominated the North America mobile threat defense market share in 2022.

Sophos Ltd, Lookout Inc, 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 North America mobile threat defense market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. NORTH AMERICA MOBILE THREAT DEFENSE MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in Value Chain

5. NORTH AMERICA MOBILE THREAT DEFENSE MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Strategic Initiatives by Market Players
 - 5.1.2 Increasing Demand from BFSI Sector
 - 5.1.3 Increasing BYOD Concept
- 5.2 Market Restraints
 - 5.2.1 Drawbacks of Mobile Threat Defense
- 5.3 Market Opportunities
 - 5.3.1 Rising Small and Medium Enterprises
 - 5.3.2 Growing Cloud Technology
- 5.4 Future Trends
 - 5.4.1 Integration of AI and Other Advanced Technologies

5.5 Impact of Drivers and Restraints:

6. MOBILE THREAT DEFENSE MARKET - NORTH AMERICA ANALYSIS

6.1 Mobile Threat Defense Market Revenue (US\$ Million), 2020 - 2030

6.2 Mobile Threat Defense Market Forecast Analysis

7. NORTH AMERICA MOBILE THREAT DEFENSE MARKET ANALYSIS - BY OPERATING SYSTEM

7.1 Android

7.1.1 Overview

7.1.2 Android: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

7.2 iOS

7.2.1 Overview

7.2.2 iOS: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

8. NORTH AMERICA MOBILE THREAT DEFENSE MARKET ANALYSIS - BY ENTERPRISE SIZE

8.1 Large Enterprise

8.1.1 Overview

8.1.2 Large Enterprise: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

8.2 SMEs

8.2.1 Overview

8.2.2 SMEs: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

9. NORTH AMERICA MOBILE THREAT DEFENSE MARKET ANALYSIS - BY END USER

9.1 IT and Telecom

9.1.1 Overview

9.1.2 IT and Telecom: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

9.2 BFSI

- 9.2.1 Overview
- 9.2.2 BFSI: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
- 9.3 Manufacturing
 - 9.3.1 Overview
 - 9.3.2 Manufacturing: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
- 9.4 Retail and E-commerce
 - 9.4.1 Overview
 - 9.4.2 Retail and E-commerce: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
- 9.5 Government
 - 9.5.1 Overview
 - 9.5.2 Government: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
- 9.6 Others
 - 9.6.1 Overview
 - 9.6.2 Others: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)

10. NORTH AMERICA MOBILE THREAT DEFENSE MARKET - COUNTRY ANALYSIS

- 10.1 North America Market Overview
 - 10.1.1 North America: Mobile Threat Defense Market - Revenue and Forecast Analysis - by Country
 - 10.1.1.1 North America: Mobile Threat Defense Market - Revenue and Forecast Analysis - by Country
 - 10.1.1.2 United States: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.1.1.2.1 United States: Mobile Threat Defense Market Breakdown, by Operating System
 - 10.1.1.2.2 United States: Mobile Threat Defense Market Breakdown, by Enterprise Size
 - 10.1.1.2.3 United States: Mobile Threat Defense Market Breakdown, by End User
 - 10.1.1.3 Canada: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.1.1.3.1 Canada: Mobile Threat Defense Market Breakdown, by Operating System

- 10.1.1.3.2 Canada: Mobile Threat Defense Market Breakdown, by Enterprise Size
- 10.1.1.3.3 Canada: Mobile Threat Defense Market Breakdown, by End User
- 10.1.1.4 Mexico: Mobile Threat Defense Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.1.1.4.1 Mexico: Mobile Threat Defense Market Breakdown, by Operating System
 - 10.1.1.4.2 Mexico: Mobile Threat Defense Market Breakdown, by Enterprise Size
 - 10.1.1.4.3 Mexico: Mobile Threat Defense Market Breakdown, by End User

11. COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 New Product Development

13. COMPANY PROFILES

- 13.1 Sophos Ltd.
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Lookout, Inc.
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 SentinelOne Inc
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services

- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments
- 13.4 AO Kaspersky Lab
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Ivanti
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 SAP SE
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Cisco Systems Inc
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Zimperium Inc
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Broadcom Inc

- 13.9.1 Key Facts
- 13.9.2 Business Description
- 13.9.3 Products and Services
- 13.9.4 Financial Overview
- 13.9.5 SWOT Analysis
- 13.9.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners
- 14.2 Word Index

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