

# **North America Unified Threat Management Market Forecast to 2030 - Regional Analysis - by Component (Solution and Services), Deployment (Cloud and On-Premise), Enterprise Size (Large Enterprises and SMEs), and End Users (BFSI, Manufacturing, Healthcare, Retail, Government, IT & Telecom, and Others)**

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## **Abstracts**

The North America unified threat management market was valued at US\$ 1,915.59 million in 2022 and is expected to reach US\$ 4,068.57 million by 2030; it is estimated to register at a CAGR of 9.9% from 2022 to 2030.

### **Integration of Artificial Intelligence and Machine Learning Fuels North America Unified Threat Management Market**

The emergence of artificial intelligence (AI) technology has changed the way businesses used to work. The benefits of AI technology have encouraged various businesses to invest in it as they want quick solutions that can save time and avoid threats. AI and machine learning (ML) are great solutions to enable automated security tasks and responses. A unified threat management solution integrated with AI technology automates the tasks to speed up the time to handle sensitive threats.

Several companies are burdened with security data generated from multiple apps. If such data is left unfiltered, it makes it difficult to isolate the real threats. In such a scenario, a unified threat management software integrated with artificial intelligence filters out this data automatically, exposing the real threats in a real-time environment.

Unified threat management providers are leveraging artificial intelligence and machine learning to offer intelligent and predictive threat management capabilities and real-time threat monitoring capabilities. For instance, WiJungle, a cybersecurity startup, offers a unified security solution aided by artificial intelligence for offices, remote workforce, and the cloud. Unified threat management integrated with technologies such as AI and ML provides several benefits, such as automated threat response, behavioral analysis, scalability, resource optimization, cost reduction, user-centric security, and real-time analysis.

Thus, AI and ML is the future of the technology and is expected to become a game changer across various industries. Increasing adoption and developments in AI and ML will improve the cybersecurity scenario across organizations and become key to threat management solutions in the future.

### North America Unified Threat Management Market Overview

The North America unified threat management software market is segmented into the US, Canada, and Mexico. The substantial majority of Americans experienced major cyberattacks in 2022 on the nation's public infrastructure or financial and banking systems. Because of this, the US government is taking some initiatives to handle cyberattacks on public infrastructure or government agencies. Also, the increasing number of Distributed Denial-of-Service (DDoS) attacks in North America is one of the factors for the growth of the unified threat management market. 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 in 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 boosting the adoption of unified threat management solutions.

### North America Unified Threat Management Market Revenue and Forecast to 2030 (US\$ Million)

## North America Unified Threat Management Market Segmentation

The North America unified threat management market is segmented based on component, deployment, enterprise size, end users, and country.

Based on component, the North America unified threat management market is bifurcated into solution and services. The solution segment held a larger share in 2022.

In terms of deployment, the North America unified threat management market is bifurcated into cloud and on-premise. The cloud segment held a larger share in 2022.

By enterprise size, the North America unified threat management market is bifurcated into large enterprises and SMEs. The large enterprises segment held a larger share in 2022.

In terms of end users, the North America unified threat management market is segmented into BFSI, manufacturing, healthcare, retail, government, IT & Telecom, and others. The IT & Telecom segment held the largest share in 2022.

Based on country, the North America unified threat management market is categorized into the US, Canada, and Mexico. The US dominated the North America unified threat management market in 2022.

Fortinet Inc; Sophos Ltd.; Cisco Systems Inc; Juniper Networks Inc; Huawei Technologies Co Ltd; Barracuda Networks, Inc.; WatchGuard Technologies Inc; SonicWall Inc; and Check Point Software Technologies Ltd are some of the leading companies operating in the North America unified threat management market.

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