

South & Central 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 South and Central America cybersecurity market is projected to grow significantly, reaching an estimated US\$ 9.1 billion by 2031, up from US\$ 4.8 billion in 2024. This growth reflects a compound annual growth rate (CAGR) of 9.9% from 2025 to 2031, driven by the increasing digitalization across various sectors in the region.

The market is primarily segmented into Brazil, Argentina, and the Rest of South and Central America, with Brazil holding the largest share in 2024. The surge in digital transformation across industries such as banking, financial services, insurance (BFSI), automotive, IT & telecom, and manufacturing is significantly elevating the demand for robust cybersecurity solutions. Organizations are increasingly prioritizing technologies that not only enhance security but also reduce operational costs, minimize downtime, and improve productivity. As digital adoption accelerates, safeguarding critical infrastructure and sensitive data has become a strategic imperative for both small and medium-sized enterprises (SMEs) and large corporations.

A notable increase in cyberattacks in South and Central America has heightened the

urgency for comprehensive cybersecurity measures. In response, companies are forming strategic partnerships to bolster their regional presence and enhance their service offerings. For example, in May 2024, Atricore, a leading cybersecurity firm, partnered with MG Systems, a São Paulo-based security consulting provider with over 30 years of experience. This collaboration combines Atricore's innovative technology with MG Systems' extensive industry knowledge, particularly in finance, insurance, real estate, and IT. Together, they provide end-to-end services, including penetration testing, remediation, and advanced security information and event management (SIEM) solutions, enabling businesses to monitor, detect, and respond to threats in real time. With integrated security operations centers (SOCs), companies in the region are better equipped to adopt a proactive approach to cybersecurity, ensuring business continuity and operational resilience.

The South and Central America cybersecurity market is segmented by various components, including solutions and services, with solutions holding the largest market share in 2024. Additionally, the market is categorized by type into network security, endpoint security, application security, infrastructure security, and others, with network security leading the market. When considering organization size, large enterprises dominate the market, while the BFSI sector is the largest industry vertical, reflecting the critical need for cybersecurity in financial services.

A transformative trend in the cybersecurity landscape is the integration of artificial intelligence (AI) into security solutions. As cyber threats become more sophisticated and frequent, traditional security measures are often inadequate for real-time detection and response. AI technologies are becoming essential for enhancing threat detection, automating incident responses, and improving overall security posture. AI systems can analyze vast amounts of data quickly, identify patterns, and detect anomalies that may indicate malicious activities, often before a breach occurs. Machine learning algorithms continuously adapt by learning from new threats, making AI-powered systems increasingly predictive and effective against advanced persistent threats (APTs) and zero-day attacks.

Leading cybersecurity vendors are embedding AI and machine learning into their platforms to deliver intelligent, scalable, and proactive solutions. For instance, in June 2025, Honeywell launched its AI-powered cybersecurity solutions, Cyber Proactive Defense and OT Security Operations Center, aimed at enhancing operational resilience and safety in industrial environments. This innovation marks a significant shift in Honeywell's strategy towards full autonomy in cybersecurity, highlighting the growing importance of AI in next-generation security strategies.

In terms of country insights, Brazil stands out as a key player in the South and Central America cybersecurity market. As one of the largest economies in the region, Brazil's government is making substantial strides towards a digital future, which has increased the importance of cybersecurity solutions due to rising concerns over cyber threats. Businesses, particularly those handling sensitive data or financial transactions, are increasingly adopting cybersecurity measures to protect their systems and customers from data breaches. Regulatory requirements, such as the Brazilian General Data Protection Law (LGPD), emphasize the necessity of implementing adequate security measures to safeguard personal and sensitive information, further driving the growth of the cybersecurity market in Brazil.

Key players in the cybersecurity market include major companies such as International Business Machines Corp, Microsoft Corp, Oracle Corp, SAP SE, Broadcom Inc, Cisco Systems Inc, Palo Alto Networks Inc, Fortinet Inc, CrowdStrike Holdings Inc, and Open Text Corp. These companies are actively pursuing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative solutions to their customers.

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