

South & Central 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/S8C7A91F9943EN.html>

Date: October 2024

Pages: 94

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

ID: S8C7A91F9943EN

Abstracts

The South & Central America mobile threat defense market was valued at US\$ 121.15 million in 2022 and is projected to reach US\$ 528.56 million by 2030; it is estimated to record a CAGR of 20.2% from 2022 to 2030.

Rising Small and Medium Enterprises Fuel South & Central America Mobile Threat Defense Market

SMEs are major contributors to economic growth as they account for the majority of businesses worldwide, i.e., about 90%. However, due to financial constraints, the growth of SMEs slows down. Thus, the government sectors support SMEs to expand their business, which further contributes to the economic growth of any country.

For instance,

World Bank Group focuses on improving SMEs' access to finances and obtaining innovative solutions to unlock various sources of capital. It also provides Advisory and Policy Support for SMEs finance that helps them adopt innovative solutions.

As businesses are going digital, securing mobile devices from potential cyberattacks has become crucial for any organization. Government support to provide financial aid to

small and medium businesses boosts their capability to leverage advanced solutions to secure their company's critical information from attacks such as phishing, malware, and ransomware. Thus, government support for SMEs contributes to huge opportunities for the mobile threat defense market growth.

South & Central America Mobile Threat Defense Market Overview

The South America mobile threat defense market is segmented into Argentina, Brazil, and the Rest of South & Central America. Despite a significant economic growth in South American countries, the region lags in terms of technological advancements and technology adoption because of limited resources, lack of skilled labor, political uncertainty, and high dependency on exports. However, the governments of the region have taken several initiatives in the past few years to transform the economy with a changing digital ecosystem across the world. With the presence of developing economies such as Brazil, Argentina, Chile, and Peru, investments in infrastructure and industrial development are quite high in this region. Companies in South America are adopting digitization and process automation to increase operational efficiency and reduce costs. The penetration of mobile threat defense solutions in the region is still in its initial phases compared to other developing regions such as Asia Pacific and the Middle East & Africa, and this presents a huge growth opportunity for companies offering mobile threat defense solutions to grow their market share. Various end-use industries in South America such as BFSI, government, healthcare, and IT & telecom hold great potential for the future adoption of mobile threat defense solutions. Hence, the rising demand for mobile threat defense solutions in various business operations, favorable government policies, and increasing investments in digital infrastructure are anticipated to be the major drivers for the mobile threat defense market growth in South America.

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

South & Central America Mobile Threat Defense Market Segmentation

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

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

In terms of enterprise size, the South & Central 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 South & Central 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 South & Central America mobile threat defense market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America mobile threat defense market share in 2022.

Sophos Ltd, Lookout, Inc; SentinelOne Inc; Microminder Cybersecurity; AO Kaspersky Lab; Ivanti; SAP SE; Cisco Systems Inc; Zimperium Inc; and Broadcom Inc are some of the leading companies operating in the South & Central America mobile threat defense market.

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