



Digital Security Market Size, Investment Feasibility and Industry Growth Rate Forecast 2016 – 2020

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This market research study presents a detailed segmentation of the global [digital security](#) market by solutions (threat intelligence and analytics, endpoint security, content security gateways, cloud security, e-mail encryption, and M2M network security) and by geography (APAC, Europe, MEA, North Americas, and South America). The key vendors in the market are Cisco Systems, Gemalto, McAfee, Symantec, and Trend Micro.

Outlook of the digital security market

Extensive research carried out by the analysts at Technavio has shown that the global digital security market to grow rapidly at an impressive CAGR of more than 11% over the forecast period. The increasing number of connected devices is driving this market globally. Connected devices include imaging devices with cellular communications, portable navigation devices, and media players. The growing demand for connected devices in organizations is fuelling the demand for digital security. With an increasing number of connected devices, organizations are finding it difficult to monitor, manage, and maintain data traversing through wired and wireless networks. Moreover, the need for maintaining data confidentiality will bolster the growth prospects of the digital security market in the forecast period.

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In this industry research report, the analysts estimated factors such as the implementation of digital security in retail sectors will propel the growth prospects of the digital security market in the coming years. With advances in technology, retail point-of-sales transactions are being targeted the most by cyber criminals and hackers. Additionally, the public networks used by consumers for retail point-of-sales transactions over their mobile devices are prone to cyber attacks. Moreover, wireless networks are increasingly used for online shopping and to improve the overall customer experience. Therefore, the retail sector is concerned about the security of

their customers' personal information while making online payments or transactions. Also, digital security solutions are also employed in the retail sector for managing data related to the supply chain and customer relationship management. Furthermore, with the US and UK governments implementing stringent government regulations such as the Payment Card Industry Data Security Standard for retailers to enhance their network security infrastructure, the digital security market has a positive outlook until the end of 2020.

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Segmentation by solutions and analysis of the digital security market

- Threat intelligence and analytics
- End-point security
- Content security gateways
- Cloud security
- E-mail encryption
- M2M network security

During 2015, the threat intelligence and analytics segment dominated the market and accounted for more than 42% of the market share. The increasing number of cyber attacks in the last few years is expected to drive the growth of this market segment. Moreover, the increase in the use of desktops, laptops, and printers in organizations has exposed them to more incidences of hacking and insider threat, thereby leading to the increasing adoption of threat intelligence and analytics solutions among organizations.

Geographical segmentation and analysis of the digital security market

- APAC
- Europe
- MEA
- North America
- South America

During 2015, North America dominated the global digital security market and accounted a market share of more than 43%. The analysts have estimated factors such as the presence of many large organizations and global financial institutions in the region and increasing incidences of cyber attacks and malware is expected to impel this market's growth in North America.

Competitive landscape and key vendors

The global digital security market is highly competitive and is characterized by the presence of well-established international and regional players. As international players are increasing their foothold in the market, regional vendors are finding it difficult to compete with them. The competition is expected to intensify with vendors adopting new technologies and an increasing

number of M&A transactions.

Key vendors in this market are -

- Cisco Systems
- Gemalto
- McAfee
- Symantec
- Trend Micro

Other prominent vendors analyzed in this market research report are Barracuda Networks, Check Point Software Technologies, CipherCloud, Digital Guardian, Entrust, Juniper Networks, NetComm Wireless, Sophos, Trustwave, and Webroot.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global digital security market?
- What are the key market trends impacting the growth of the global digital security market?
- What are the challenges to market growth?
- Who are the key vendors in the global digital security market?
- What are the market opportunities and threats faced by the vendors in the global digital security market?
- Trending factors influencing the market shares in APAC, Europe, MEA, North America, and South America.
- What are the key outcomes of the five forces analysis of the global digital security market?

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