

# Asia-Pacific (APAC) Cyber Security Market 2017 - Current and Future Plans 2024

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## SUMMARY

WiseGuyReports published new report, titled "Asia-Pacific (APAC) Cyber Security Market Outlook".

## Market Overview

In 2016, Asia-Pacific region come across maximum number of cyber attacks and over 25% of ransomware attacks were commenced. This growing cyber risk is raising awareness and requirement to mitigate cyber threats in Asia-Pacific region. Increasing digital transformation and connectivity APAC region is making it exposed to cyber threats. In 2016, over USD 80 million were stolen from bank in Bangladesh through cyber attack. In the same year frequent hacking of Philippines government sites were reported. Rising number of such incidents is propelling the demand of cyber security in APAC region. Moreover, government is also taking initiatives towards cyber laws and data security. Department of Defense Information Assurance Certification and Accreditation Process (DIACA), Health Insurance Portability and Accountability Act (HIPAA) and Payment Card Industry Data Security Standard (PCI-DSS) provided important guidelines which are mandatory to follow. Stringent policies related with deployment of cyber security solutions are encouraging the expansion of cyber security business in the region. However, lack of education and awareness on cyber security is hindering the growth of cyber security market in the region. More than 75% of Asian population has no education about cyber security. Lack of awareness and proper infrastructure in least networked countries such as Cambodia and Myanmar is weakening the growth of cyber security market in APAC region.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2316572-asia-pacific-apac-cyber-security-market-outlook-2024-opportunity-assessment-and>

## Market Segmentation

Asia-Pacific (APAC) cyber security Market is segmented on the following basis:

- Based on Security Type
  - o Network Security
  - o Data & Cloud Security
  - o Wireless Security
  - o Application Security



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Asia-Pacific (APAC) Cyber Security Market

- o Others (Database Security, End-Point Security, Web Security)
  - Based on Solutions
    - o Antivirus & Anti-Malware
    - o Identity and Access Management (IAM)
    - o Risk and compliance management
    - o Firewall
    - o Data Loss Prevention (DLP)
    - o Intrusion Detection System (IDS)/Intrusion Prevention System (IPS)
    - o Security & Vulnerability Management
    - o Disaster Recovery
    - o Distributed Denial of Service (DDoS) mitigation
    - o Others (Web Filtering, Patch management)
  - Based on Services
    - o Design and Integration Services
    - o Consulting Services
    - o Risk and Threat Assessment Services
    - o Managed Security Services
    - o Training and Education Services
  - Based on Deployment Mode
    - o Cloud Based Deployment
    - o On-Premise Deployment
  - Based on End-User
    - o Aerospace and Defense Industry
    - o Banking, Financial Services, and Insurance (BFSI) Industry
    - o Government
    - o IT and Telecommunication Industry
    - o Energy and Utilities Industry
    - o Healthcare Industry
    - o Manufacturing Industry
    - o Retail Industry
    - o Other Industries (Education, Media and Entertainment, and Automotive)

## Market Drivers and Challenge

Growing adoption of digital technologies and rising number of high profile cyber attacks in past few years is increasing the adoption of cyber security solutions. Mounting number of internet users in APAC region is also creating huge mobile network traffic. Implementation of internet of things (IoT) connectivity is increasing the vulnerability of cyber attacks which is a major factor to drive the growth of cyber security business in the region.

Less penetration of cyber security strategies, low investment on IT security management and high usage of non-genuine software is hindering the growth of cyber security market in the region. Out of 5, 3 computers are running on non-genuine software in APAC region, growing the risk for cyber attacks. As compared to North America, Asian IT firms spend 48% less on information security system. Lack of transparency and less cyber regulations by government in low economic countries is a major challenge for the growth of cyber security business in APAC region.

## Key Market Players

- Cisco Systems Inc.
  - o Synopsis
  - o Business Strategy
  - o Product Portfolio

- o SWOT Analysis
  - IBM Corporation
  - Dell Root 9B
  - Herjavec
  - Check Point Software Technologies Ltd.
  - Palo Alto Networks
  - Symantec Corp
  - McAfee
  - Kaspersky Lab
  - Trend Micro Inc.
  - Fortinet Inc.
  - FireEye Inc.
  - Trend Micro
  - Imperva Inc.
  - CyberArk Software Ltd.
  - AVG Technologies
- Scope Background

## Market Synopsis

### Market Segmentation

The Asia-Pacific (APAC) Cyber Security Market is segmented as follows:

- By Security Types (Market Size, Demand Analysis and Growth Analysis)
- By Solutions Types (Market Size, Demand Analysis and Growth Analysis)
- By Services Types (Market Size, Demand Analysis and Growth Analysis)
- By Deployment Mode (Market Size, Demand Analysis and Growth Analysis)
- By End-User (Market Size, Demand Analysis and Growth Analysis)

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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