

Worldwide Antivirus Software Package Market Charged to grow at the CAGR of ~ 9.08 % from 2015 to 2019.

The report provides in depth study of "Antivirus Software Package" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization

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[Antivirus Software Package Market Analysis And Forecast](#)

About antivirus software package

An antivirus scans the system memory, OS, and systems' files using signature-based detection methods, heuristic detection methods, rootkit detection, and real-time scanning to prevent computers from being infected with malware. The Internet usage has become significantly essential in day-to-day life. With increased usage, it brings along the risk of infecting devices with various kinds of malware, leaving the system unprotected and damaged. These malware have different sources that may or may not be known to users; some of these could be through social media websites, email spams, and websites that have malicious codes. Therefore, to deal with such viruses, antivirus software is used. It detects, prevents, and removes viruses caused by malicious programs.

Technavio's analysts forecast the global antivirus software package market to grow at a CAGR of 9.08% over the period 2014-2019.

Covered in this report

This report covers the present scenario and growth prospects of the global antivirus software package market for 2015-2019. The report also presents the vendor landscape and a corresponding detailed analysis of the top vendors operating in the market. To calculate the market size, the report considers the revenue generated from the sales of antivirus software package for PCs and laptops (including netbooks and MacBooks), used by corporate (large enterprises and SMEs) and home users (individual consumers). The market size is also calculated on the basis of antivirus software package shipments by vendors.

The report excludes the revenue generated from the following:

- Sales of integrated security solutions such as antivirus capabilities
- Antivirus packages provided for smartphones and tablets

Key regions



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- APAC
- Europe
- Latin America
- MEA
- North America

Key vendors

- AVAST
- AVG
- McAfee
- Microsoft
- Symantec

Other prominent vendors

- Baidu
- Bitdefender
- BullGuard
- Check Point Software Technologies
- Comodo
- Emsisoft
- ESET
- Fortinet
- F-Secure
- IObit
- Kaspersky Lab
- Lavasoft
- Malwarebytes
- Panda Security
- Qihu 360 Software
- Sophos
- Spybot
- ThreatTrack Security
- Trend Micro
- Webroot

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Market driver

- Growing dependency on Internet
- For a full, detailed list, view our report

Market challenge

- Threat for the performance of virtual machines
- For a full, detailed list, view our report

Market trend

- Popularity of cloud-based antivirus

- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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Segmentation of global antivirus software package market by region 2014-2019 (\$ billions)

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