

Endpoint Protection Platforms (EPP) Market is Booming Worldwide with Cisco Systems, Carbon Black, Fortinet

Endpoint Protection Platforms (EPP) Market Trends – Advancements in technology

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The global [Endpoint Protection Platforms \(EPP\) market](#) size is expected to reach USD 20.79 Billion at a steady revenue CAGR of 8.1% in 2028, according to latest analysis by Emergen Research. Global Endpoint Protection Platforms (EPP) Market revenue growth is driven to a significant extent by rising trend of Bring Your Own Device (BYOD) and surge in incidence of cyber-attacks globally.



One of the most persistent problems of cyber security is lack of visibility. Cybersecurity professionals do not find attack surfaces which hackers target without true visibility. Endpoint protection platforms help professionals by providing them with increased visibility. Next-generation EPP helps IT security find all devices connecting to the network, including mobile devices. Endpoint protection platforms uncover potential gap and perform regular checkups on weak spots, which is driving growth of the market. However, availability of traditional security solutions such as anti-malware and antivirus for endpoint protection is restraining market revenue growth.

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Endpoint Protection Platforms (EPP) Market Size – USD 11.08 Billion in 2020, Market Growth – at a CAGR of 8.1%, Market Trends – Advancements in technology”

Emergen Research

The report considers the COVID-19 pandemic that is

currently unfolding as a key market influencer. The report provides a thorough estimation of the overall impact of the pandemic on the Endpoint Protection Platforms (EPP) Market and its vital segments. The report also discusses the impact of the pandemic across different regions of the

market. It also offers a current and future assessment of the impact of the pandemic on the Endpoint Protection Platforms (EPP) Market.

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Some Key Highlights From the Report

In July 2021, Symphony Technology Group (STG) completed the acquisition of McAfee's enterprise security software business for USD 4 Billion. The acquisition will continue to strengthen McAfee's cybersecurity industry. It will also allow McAfee to focus on consumer business and accelerate its strategy to be a leader in personal security for consumers. Cloud-based segment accounted for relatively larger revenue share in 2020 due to its easy maintenance, scalability, and cost-effectiveness. Cloud-based deployment offers enterprise-class security and web-based control for endpoints. It allows organizations to use endpoint protection platforms without the need for help of any IT staff.

Large enterprises segment accounted for largest revenue share in 2020 due to increased investment from these enterprises in endpoint security to protect their data and growing prevalence of BYOD trend. These enterprises are at greater risk of data theft with large number of employees working for them. Moreover, availability of high capital and rapid adoption of advanced technologies by these large enterprises is contributing to growth of this segment. To get leading market solutions, visit the link below:

<https://www.emergenresearch.com/industry-report/endpoint-protection-platforms-market>

The report further divides the Endpoint Protection Platforms (EPP) Market into key segments such as types, applications, end-user industries, technologies, and key regions of the market. The report also sheds light on the segment and region exhibiting promising growth in the Endpoint Protection Platforms (EPP) Market.

Endpoint Protection Platforms (EPP) Market Segmentation

Emergen Research has segmented the global Endpoint Protection Platforms (EPP) Market on the basis of services, deployment mode, organization size, end-use, and region:

Services Outlook (Revenue, USD Billion; 2018–2028)

Professional Services

Integration and Implementation

Training and Consulting

Support and Maintenance

Managed Services

Deployment Mode Outlook (Revenue, USD Billion; 2018–2028)

Cloud-Based

On-Premises

Organization Size Outlook (Revenue, USD Billion; 2018–2028)

Small and Medium Sized Enterprises

Large Enterprises

End-use Outlook (Revenue, USD Billion; 2018–2028)

IT & Telecom

Retail and eCommerce

Manufacturing

Banking, Financial Services, and Insurance (BFSI)

Energy and Utilities

Government and Defense

Education

Others

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Regional Segmentation

North America (U.S., Canada)

Europe (U.K., Italy, Germany, France, Rest of EU)

Asia Pacific (India, Japan, China, South Korea, Australia, Rest of APAC)

Latin America (Chile, Brazil, Argentina, Rest of Latin America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of MEA)

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The report also studies the key companies of the Endpoint Protection Platforms (EPP) Market along with analysis of their business strategies, M&A activities, investment plans, product portfolio, financial standing, gross profit margin, and production and manufacturing capacities.

Some players analysed in the report are:

Cisco Systems, Carbon Black, Fortinet, Symphony Technology Group, Microsoft Corporation, CrowdStrike, Kaspersky, Palo Alto Networks, F-Secure, and Check Point Software Technologies.

Key Questions Answered by the Report:

Which region is expected to dominate the market in the coming years?

What are the recent technological and product advancements occurring in the market?

What are the key strategies adopted by the prominent players in the Endpoint Protection Platforms (EPP) Market?

What are the key product types and applications of the Endpoint Protection Platforms industry?

What is the outcome of SWOT analysis and Porter's Five Forces analysis?

How is the competitive landscape of the Endpoint Protection Platforms (EPP) Market?

Who are the key players in the industry?

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