

# Endpoint Security Market Future Growth and Business Prospects by Forecast To 2031

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/EINPresswire.com/ -- The [global Endpoint Security market](#) is projected to experience significant growth in the coming years. In 2021, the market size was estimated at USD 13.2 billion and is expected to reach USD 15.8 billion by 2031, with a projected CAGR of 8.9% between 2023 and 2031.

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Thousands of notifications and alarms about suspicious activity, prospective assaults, and new vulnerabilities that may occur both inside and outside of the companies have recently been received by organizations. The cybersecurity approach for guarding endpoints, such as laptops, desktops, and mobile devices, against malicious activities, is known as endpoint security or endpoint protection. Businesses of all sizes are prime candidates for cyberattacks because of the endpoint landscape's continual change.

## Market Dynamics

The market's expansion is attributable to a number of factors, including increasing internet usage and better connectivity, as well as the rising popularity of Bring Your Own Devices (BYODs), which is expected to fuel industry demand. Bring Your Own Device (BYOD) regulations are growing in popularity, especially in light of the COVID-19 pandemic's remote work trend. Additionally, according to Helpnet security, 63% of respondents cited data leaking as their top issue, making it clear that it is the main worry for employees. Downloading risky apps or content came in second, receiving 57% of the respondents.

In light of the rise in security events and endpoint attacks in businesses, endpoint security systems are expected to experience rapid growth in the years ahead. According to the FBI's Internet Crime Report, they received 300,000 more complaints in 2018 than in 2019, with

reported damages totaling more than US\$ 4.2 billion. Organizations are now more vulnerable to dangers including organized crime, malicious and unintentional insider threats, hacktivists, and fast digitization across industries. Endpoint security is frequently used as the first line of defense in cybersecurity. One of the first options that businesses look into for safeguarding their workplace networks is this technology.

Palo Alto Networks predicts that 40,261 strangely registered domain names will have been discovered by the end of March 2020. The endpoint is the most vulnerable/weakest node in any network, which makes it simple for hackers to gain access. The increase in BYOD trends, remote working, and changes in the Internet of Things adoption pattern has made the inside risk more susceptible.

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### Regional Analysis

According to the studies, the Asia Pacific region experienced rapid growth due to an increase in the number of connected devices and the growing adoption of Internet of Things technologies across many sectors in the region. The need for solutions is being driven by growth in digitalization across the Asia-Pacific region in important industries, including the BFSI sector. For instance, the Reserve Bank of India reported that in 2018–2019, the proportion of electronic transactions in the overall volume of retail payments climbed to 95.4% from 92.6%. The need for solutions like endpoint security solutions to offer consumers uninterrupted services insecurely is growing as more people use electronic transactions.

### Prominent Competitors

The well-known companies in the global endpoint security market are:

Webroot Inc.

AhnLab, Inc.

VIPRE Security

Avira Operations

Trend Micro Inc.

Bitdefender

Symantec Corp.

Carbon Black, Inc.

Sophos Ltd.

Check Point Software Technologies Ltd.

Panda Security

Cisco Systems, Incorporated

Microsoft Corporation

Comodo Group, Inc.

Kaspersky Lab.

Cylance Inc.

McAfee, Inc.  
ESET  
IBM Corporation  
FireEye Inc.  
F-Secure  
Fortinet, Inc.  
Other Prominent Players

### Key Strategies Adopted by these Players

In May 2019, Microsoft unveiled its endpoint manager, which contains new Microsoft services and products in addition to the features of configuration manager and Intune. Enterprises can manage a huge number of employee-owned devices thanks to the endpoint manager.

In August 2019, A leading provider of infrastructure software and semiconductors, Broadcom purchased Symantec's corporate security division. Broadcom's infrastructure software footprint would considerably increase when Symantec's enterprise security portfolio was integrated with the company's current solution portfolio.

In November 2018, Javelin Networks, a provider of cutting-edge software to protect businesses from Active Directory-based assaults, was bought by Symantec.

In October 2018, In order to provide more effective and efficient protection against attacks, Trend Micro introduced XGen endpoint security, a combination of cross-generational threat defense solutions.

In April 2018, Incorporating EPP technology, CrowdStrike introduced CrowdStrike Falcon EPP solutions. A knowledgeable and accomplished Falcon endpoint protection team makes up the EPP technology.

### Segmentation Outline

The global endpoint security market segmentation focuses on Type, Component, Deployment Model, End-User, and Region.

#### By Type

Web Security  
Application Security  
Network Security

#### By Component

Software

- o Antivirus/ antimalware
- o Endpoint application control
- o Encryption Technologies

- o Mobile device security
- o Intrusion prevention
- o Firewall

#### Services

- o Maintenance and Updates
- o Managed Service
- o Training and Consulting

#### By Deployment Model

On-Premise

Cloud

#### By End-User

BFSI

IT and Telecommunications

Manufacturing

Retail and Consumer Goods

Healthcare

Transportation and Logistics

Education

Others

#### By Region

North America

The U.S.

Canada

Mexico

Europe

Western Europe

The UK

Germany

France

Italy

Spain

Rest of Western Europe

Eastern Europe

Poland

Russia

Rest of Eastern Europe

Asia Pacific

China

India  
Japan  
Australia & New Zealand  
ASEAN  
Rest of Asia Pacific

Middle East & Africa (MEA)  
UAE  
Saudi Arabia  
South Africa  
Rest of MEA  
South America  
Brazil  
Argentina  
Rest of South America

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Aamir Beg  
Astute Analytica  
+1 888-429-6757

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