

Global Antivirus Software Market Poised for Growth, Expected to Reach \$5.06 Billion by 2027

*The Business Research Company's
Antivirus Software Global Market Report
2023 – Market Size, Trends, And Global
Forecast 2023-2032*

LONDON, GREATER LONDON, UK,
November 17, 2023 /

EINPresswire.com/ -- The global
[antivirus software market](#) is

anticipated to witness substantial expansion, increasing from \$4.06 billion in 2022 to \$4.25 billion in 2023, with a steady compound annual growth rate (CAGR) of 4.5%. Despite the disruptions caused by the Russia-Ukraine war, impeding global economic recovery from the COVID-19 pandemic, the market is projected to escalate to \$5.06 billion by 2027, driven by the escalating number of cyber-attacks globally.



The market size of the antivirus software is expected to grow to \$5.06 billion in 2027 at a CAGR of 4.5%."

*The Business research
company*

Increasing Number of Cyber-Attacks Drives Market Growth

The rising number of cyber-attacks represents a significant catalyst fueling the growth of the antivirus software market in the upcoming years. With a surge in hacking incidents and data breaches targeting computers, laptops, and mobile devices using viruses or malware, the demand for robust antivirus software has intensified. These software solutions play a critical role in preventing and blocking the

entry of viruses or malware, safeguarding devices from cyber-attacks. Instances such as the 2020 security breach at Air India, wherein hackers accessed the personal data of 4.5 million fliers, and the reported 1.16 million cybersecurity cases registered in India during the same year underscore the critical importance of antivirus software in combating the escalating cyber threats worldwide.

Explore the global antivirus software market with a detailed sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=5430&type=smp>



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Key Players and Market Trends

Key players in the antivirus software market include Symantec, McAfee, ESET, and Trend Micro, among others, contributing significantly to the industry's competitive landscape. The adoption of cloud-based antivirus represents a notable trend gaining momentum within the market, with leading companies such as Malwarebytes, Avast, Panda Security, and AVG Technologies embracing cloud-based antivirus solutions. Cloud-based antivirus solutions offer enhanced protection for PCs, laptops, and mobile devices through behavioral-based screening and efficient malware software updates, underscoring the industry's focus on leveraging advanced technologies to bolster cybersecurity measures.

Antivirus Software Market Segments:

- By Type: Computers, Tablets, Smart Phones, Other Types
- By Operating System: Windows, MAC, Android Or IOS Or Linux
- By End User: Corporate, Personal, Government

Geographical Insights: North America Leads, Europe Follows Suit

North America emerged as the largest region in the antivirus software market in 2022, with Europe securing the second-largest market share. The comprehensive report provides detailed insights into regional dynamics, market trends, and potential growth opportunities.

Access the complete report for an in-depth analysis of the global antivirus software market:

<https://www.thebusinessresearchcompany.com/report/antivirus-software-global-market-report>

Antivirus Software Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Antivirus Software Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on antivirus software market size, antivirus software malware market drivers and trends, antivirus software market major players, competitors' revenues, market positioning, and antivirus software market growth across geographies. The antivirus software market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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