Global Application Gateway Market Surges to $1.75 Billion in 2020, Poised to Reach $4.24 Billion by 2030
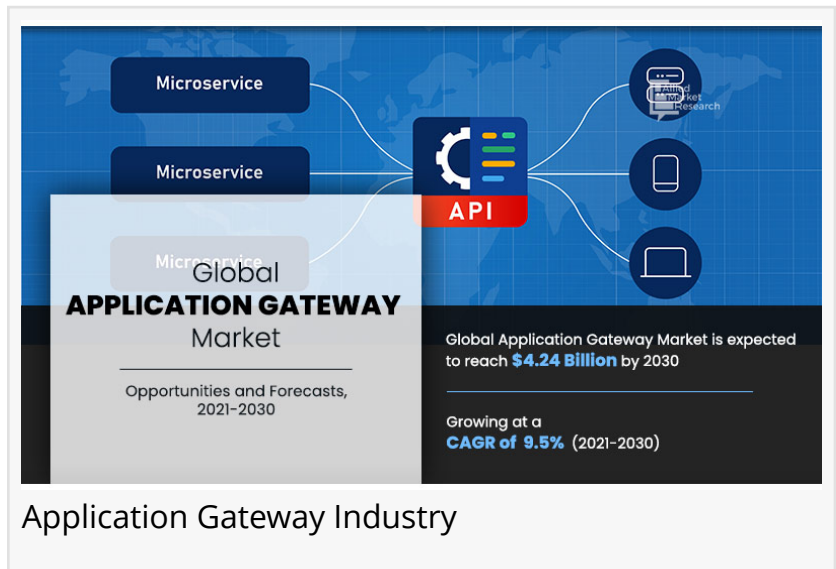
Growth in several different application layer attacks is boosting the growth of the global application gateway market.

PORTLAND, PORTLAND, OR, UNITED STATES, December 11, 2023 /EINPresswire.com/ -- As per a recent report released by Allied Market Research titled "Global [Application Gateway Market](#) by Component, Enterprise Size, and Industry Vertical: Global Opportunity Analysis and Industry Forecast, 2021–2030," the global market for application gateways was valued at $1.75 billion in 2020 and is anticipated to reach $4.24 billion by 2030, with a Compound Annual Growth Rate (CAGR) of 9.5% from 2021 to 2030.

Application Gateway Industry

An application gateway, also known as an application-level gateway (ALG), functions as a network security firewall proxy. It filters incoming node traffic based on predetermined criteria, ensuring that only network application data undergoes screening. Examples of network applications include File Transfer Protocol (FTP), Telnet, Real-Time Streaming Protocol (RTSP), and BitTorrent. Additionally, application gateways facilitate secure connectivity within network systems at an advanced level. For instance, when a client seeks access to server resources like files, web pages, or databases, the client initially connects to the proxy server, which then establishes a connection with the primary server.

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The primary driver for the growth of the application gateway market is the increasing number of diverse application layer attacks. Moreover, the growing demand for secure networks positively impacts market expansion. However, challenges such as the absence of mandatory regulations for information security and a lack of technical expertise impede market growth. Conversely, opportunities for market expansion during the forecast period are expected to arise from the

increasing adoption of Internet of Things (IoT), artificial intelligence (AI), and software-defined network technologies.

Depending on the industry vertical, the IT & telecom sector holds the largest application gateway market share of the market as it is helping them with network and cyber security capabilities like safeguarding their applications from common vulnerabilities like SQL injection and cross-site scripting, effective management of cloud services, centralized SSL certificate management, and others. However, retail & e-commerce segment is expected to grow at the highest rate during the forecast period, owing to the immediate shift in consumer preference toward digital shopping.

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Based on components, the software segment accounted for the major share in 2020, holding nearly three-fifths of the global market. The service segment, however, would exhibit the fastest CAGR of 10.5% throughout the forecast period.

Based on enterprise size, the large enterprises segment generated the highest share in 2020, accounting for more than half the global application gateway industry. The SMEs segment, on the other hand, would exhibit the fastest CAGR of 10.7% from 2021 to 2030.

Region-wise, the application gateway market was dominated by North America in 2020 and is expected to retain its position during the forecast period, owing to an increase in several data breaches and cyber-attacks. However, Asia-Pacific is expected to witness significant growth during the forecast period, owing to an increase in the adoption of home policy by the majority of the companies.

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In the wake of the COVID-19 pandemic enterprises are allowing employees to work from home with their own devices, such as laptops and smartphones to access company data as well as also provide company-specific web and mobile-based applications for usage. These external devices work on a network of employees, creating a huge cluster of networks, thus, application gateways help in making better routing decisions. In addition, with the risk of these devices or applications being hacked, and enterprise data being leaked and misused.

Therefore, there is an increase in the adoption of application gateway to provide higher secure endpoint protection for connected devices and applications for managing the web traffic. Furthermore, enterprises can protect their companies from cyber-attacks with prior implementation of application security, which is positively impacting the growth of the application gateway industry.

The key players profiled in the application gateway market analysis are Aculab, Akamai Technologies, Barracuda Networks, Inc., Citrix Systems, Inc., Forcepoint, F5, Inc., Microsoft Corporation, Palo Alto Networks, SAP SE, Zscaler, Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the application gateway industry.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Contact:

David Correa
5933 NE Win Sivers Drive
#205, Portland, OR 97220
United States
Toll-Free: 1-800-792-5285
UK: +44-845-528-1300
Hong Kong: +852-301-84916
India (Pune): +91-20-66346060
Fax: +1-855-550-5975
help@alliedmarketresearch.com
Web: https://www.alliedmarketresearch.com
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Allied Market Research
+1 800-792-5285
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