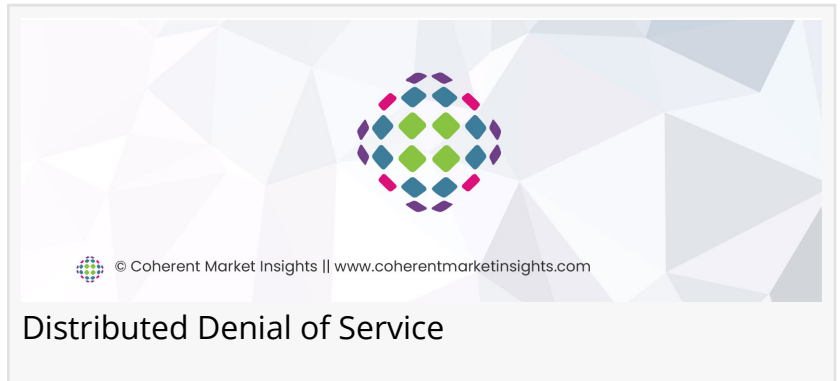


# Fortifying the Digital Ramparts: Exploring the Distributed Denial of Service (DDoS) Protection Market

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/EINPresswire.com/ -- The growth of the Distributed Denial of Service (DDoS) Protection Market is driven by the increasing frequency and sophistication of DDoS attacks targeting enterprises. According to a recent study, DDoS attacks grew by 27% in 2021 with average peak attacks

sizes reaching 14.2 Gbps, posing major disruption risks. Furthermore, the proliferation of IoT devices exposes more potential vectors for botnets to launch DDoS attacks, necessitating effective security solutions. There is also a growing need to filter traffic and firewalls at the edge to prevent bandwidth saturation of on-premise resources. Major players are focused on developing cloud-based and AI-powered security services with real-time traffic analysis and quick response times to counter new DDoS attack techniques.



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## Increased Application of Internet of Things Devices as a Market Driver

IoT devices are being widely adopted across various industries like manufacturing, healthcare, transportation, and even consumer appliances. However, these devices are not always properly secured which makes them vulnerable targets for cyber attackers. Attackers are leveraging unsecured IoT devices like security cameras, DVRs, routers to launch large scale DDoS attacks. As the number of IoT devices connected to the internet continues to grow exponentially, the risk of DDoS attacks originating from compromised IoT devices also rises. Organizations are increasingly focusing on securing their networks and applications against such IoT driven attacks by implementing effective DDoS protection and mitigation strategies. This growing threat perception is driving greater demand for advanced DDoS protection solutions.

Key Company Profiles:

Major players operating in the global distributed denial of service (DDoS) protection market are Arbor Networks, Inc., Akamai Technologies, Inc., F5 Networks, Inc., Imperva Incapsula, Radware Ltd., Corero Network Security, Inc., Neustar, Inc., Cloudflare, Inc., NexuSGuard Ltd., and DOSarrest Internet Security Ltd.

This Report lets you identify the opportunities in Distributed Denial of Service (DDoS) Protection Market by means of a region:

- North America (the United States, Canada, and Mexico)
- Europe (Germany, UK, France, Italy, Russia and Turkey, etc.)
- Asia-Pacific (China, Japan, Korea, India, Australia, and Southeast Asia (Indonesia, Thailand, Philippines, Malaysia, and Vietnam))
- South America (Brazil etc.)
- The Middle East and Africa (North Africa and GCC Countries)

#### Lack of In-House Expertise as a Market Restrain

While the need for advanced DDoS protection is evident given the scale and complexity of modern attacks, many organizations especially small and medium enterprises lack the in-house technical knowledge and resources required to deploy, operate and maintain an effective on-premise DDoS mitigation solution. Factors like high initial investment and operating costs of on-premise hardware appliances, steep learning curve of DDoS detection and filtering techniques deter these companies from setting up their own DDoS infrastructure. Their inability to quickly identify and mitigate DDoS attacks on their limited bandwidth also poses business risks. This shortage of in-house DDoS expertise among major target organizations acts as a restraint for the growth of on-premise DDoS protection market.

#### Rise of Attack Surface from Cloud Adoption as an Opportunity

Cloud adoption has accelerated tremendously over the past decade driven by its compelling economic and operational advantages. However, greater reliance on cloud and hybrid infrastructure has also expanded organizations' attack surface and made them more vulnerable to cloud-powered DDoS attacks. Attackers are now able to launch large scalereflection/amplification attacks by exploiting weaknesses in Internet-exposed cloud services and misconfigured resources. As businesses increasingly migrate critical workloads and applications to public, private and hybrid clouds, the need to implement cloud-based DDoS defenses will rise significantly. This growing attack surface from wider cloud deployment presents a major business opportunity for cloud DDoS protection providers to gain more customers and drive higher revenues.

## Adoption of Software-Defined Perimeter (SDP) Architecture as a Trend

Traditional network-based security architectures that relied on well-defined perimeters are struggling to keep pace with rapidly evolving digital businesses. There is a strategic shift happening where organizations are adopting a software-defined perimeter (SDP) approach to security that focuses on authenticating and authorizing users rather than opening network ports. SDP decouples the logical security perimeter from the physical network infrastructure using advanced techniques like zero-trust networks, identity-based access controls and moving security checks to the application layer. Emergence of SDP architecture as the future of cybersecurity presents both challenges and opportunities for DDoS protection providers. Solutions need to evolve to effectively detect and filter attacks in dynamic, perimeter-less networks while ensuring seamless user experience.

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### Research Scope

Scope - Highlights, Trends, Insights. Attractiveness, Forecast

Market Sizing - Product Type, End User, Offering Type, Technology, Region, Country, Others

Market Dynamics - Distributed Denial of Service (DDoS) Protection Market Segmentation, Demand and Supply, Bargaining Power of Buyers and Sellers, Drivers, Restraints, Opportunities, Threat Analysis, Impact Analysis, Porters 5 Forces, Ansoff Analysis, Supply Chain

Business Framework - Case Studies, Regulatory Landscape, Pricing, Policies and Regulations, New Product Launches. M&As, Recent Developments

Competitive Landscape - Distributed Denial of Service (DDoS) Protection Market Share Analysis, Market Leaders, Emerging Players, Vendor Benchmarking, Developmental Strategy Benchmarking, PESTLE Analysis, Value Chain Analysis  
Key questions answered in the report include:

□ How Distributed Denial of Service (DDoS) Protection Market industry market will boom in 2024?

□ which are prominent key players will be growing the market?

□ Which enterprise size accounted for the largest data center colocation market share?

□ What is the Compound Annual Growth Rate(CAGR) of the market during the forecast period (2024-2031)?

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