

# Key Developments in Cloud Native Application Protection Platform: 2024 Global Market

*The Business Research Company's Cloud Native Application Protection Platform Global Market Report 2024 – Market Size, Trends, And Market Forecast 2024-2033*

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18, 2024 /EINPresswire.com/ -- The

cloud-native application protection platform (CNAPP) market is poised for significant growth, driven by the rapid adoption of cloud-native technologies

and increasing cybersecurity threats. According to recent projections, the market size will grow from \$9.11 billion in 2023 to \$10.89 billion in 2024, with a compound annual growth rate (CAGR) of 19.6%. This growth is attributed to the proliferation of cloud-native architectures, the surge in containerization, Kubernetes orchestration, and the expanding adoption of DevOps and

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DevSecOps practices. The cybersecurity threat landscape and the adoption of zero trust security models further contribute to market expansion.

**Rising Cybersecurity Threats Fuel Market Growth**

The increasing instances of cloud-based cyber-attacks and security breaches are expected to propel the growth of the cloud-native application platform market. These attacks

target cloud computing environments, exploiting their expanded attack surfaces due to widespread adoption across businesses of all sizes. To mitigate these risks, cloud-native application platforms integrate robust security features such as encryption, access controls, and authentication mechanisms, ensuring proactive protection against evolving threats.

Explore the global cloud-native application protection platform market with a detailed sample report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=14070&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=14070&type=smp)

**Key Players**

Major companies driving innovation in the CNAPP market include Google LLC, Microsoft

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Corporation, Amazon Web Services Inc., and Cisco Systems Inc.

### Trends in the Forecast Period

Major leaders focus on developing advanced technological solutions, such as adversary-focused CNAPP capabilities, to enhance the security posture of cloud applications. For instance, CrowdStrike Holdings Inc. launched Adversary-Focused CNAPP Capabilities in April 2022, aimed at combating sophisticated cyber threats with deep visibility and proactive security measures. In the forecast period leading up to 2028, key trends include rapid innovation in cloud-native security, heightened focus on hybrid and multi-cloud environments, enhanced container security, integration with DevSecOps practices, and the adoption of zero-trust architectures and compliance automation. These trends reflect the industry's ongoing evolution towards more robust and adaptive cybersecurity solutions.

### Segments

- Cloud Type: Public, Hybrid
- Offering: Platform, Professional Services
- Vertical: Banking, Financial Services and Insurance (BFSI), Healthcare, Retail and eCommerce, Telecommunication, Information Technology and Information Technology Enabled Services, Other Verticals

### Geographical Insights: Asia-Pacific Leading the Growth

North America dominated the CNAPP market in 2023, driven by early adoption and substantial investments in cloud-native technologies. However, Asia-Pacific is expected to emerge as the fastest-growing region in the coming years, fueled by increasing digital transformation initiatives and the rapid adoption of cloud-native applications across various industries.

Access the complete report for an in-depth analysis of the global cloud-native application protection platform market:

<https://www.thebusinessresearchcompany.com/report/cloud-native-application-protection-platform-global-market-report>

[Cloud Native Application Protection Platform Global Market Report 2024](#) 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 Cloud Native Application Protection Platform Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [cloud native application protection platform market size](#), cloud native application protection platform market

drivers and trends, cloud native application protection platform market major players, competitors' revenues, market positioning, and market growth across geographies. The cloud native application protection platform 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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The Business Research Company has published over 27 industries, spanning over 8000+ markets 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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