

Global Behavioral Biometrics Market Poised for Remarkable Growth | Astute Analytica

Global Behavioral Biometrics Market was valued at US\$ 2.50 billion in 2023

CHICAGO, CA, UNITED STATES, September 24, 2024 / EINPresswire.com/ -- The global [behavioral biometrics market](#) is on an upward trajectory, with a valuation of $\text{US\$ } 2.50 \text{ billion}$ in 2023. Forecasts indicate significant growth, projecting the market will reach $\text{US\$ } 15.08 \text{ billion}$ by 2032, reflecting a remarkable 22.41% during the forecast period from 2024 to 2032.



For more information, visit <https://www.astuteanalytica.com/request-sample/behavioral-biometrics-market>

Behavioral biometrics, which involves the identification and authentication of users based on their unique behavioral patterns, is gaining traction in various sectors, including finance, healthcare, and retail. This growth can be attributed to the increasing need for enhanced security measures, driven by rising concerns over identity theft and fraud.

The market is being propelled by advancements in artificial intelligence and machine learning technologies, which enhance the accuracy and reliability of behavioral biometrics solutions. Additionally, the proliferation of mobile devices and online transactions has created a demand for robust security solutions that can seamlessly integrate into existing systems without compromising user experience.

The relentless surge of online fraud and identity theft is a global nightmare that's reached a fever

pitch in the global behavioral biometrics market. The estimated worldwide financial impact of this scourge was a staggering \$6 trillion in 2023 alone. Worse yet, the problem is growing exponentially – a study by Astute Analytica projects that online payment fraud alone will cause businesses a cumulative loss of over \$206 billion between 2021 and 2025. Passwords and PINs, once the standard, are now alarmingly easy to crack. In 2022, over 15 billion data records were exposed, most due to easily exploited security weaknesses. Businesses, consumers, and governments are searching for solutions they can trust, making behavioral biometrics a rapidly emerging leader in next-generation security.

Behavioral biometrics does not concentrate on simple aspects such as fingerprints or voice recognition; rather, it looks at how individuals uniquely engage with their devices. It may be the distinctive rhythm of their keystrokes, a slight bend while swiping on their phone screen or even the way they hold their phones which makes this profile difficult to copy. A personalized system like this is always being honed by every interaction with its user thereby providing continuous checking instead of only one time-authentication verification.

The use of this technology varies greatly in the behavioral biometrics market. The bank might raise a flag on purchase if consumer navigate through the shopping app differently albeit slightly – someone else could have consumers' phone! Alternatively, this can be seen in an online examination system where there is something unusual about how test takers enter responses indicating possible cheating cases. While still far from widespread adoption, behavioral biometrics represents a powerful tool in perpetual battle against cyber criminals that adds another layer of defense which can smoothly work without almost any effort for hackers trying to bypass it.

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Key market players are focusing on research and development to introduce innovative solutions that cater to evolving security needs. Collaborations and strategic partnerships are also becoming increasingly common as companies seek to leverage complementary technologies and expand their market reach.

- Mastercard Incorporated.
- BioCatch Ltd.
- Ping Identity
- Prove Identity Inc.
- Fair Issac Corporation
- ThreatMark
- Plurilock Security Solutions Inc.
- SecureAuth Corporation
- Zighra
- IBM Corporation

- NEC Corporation
- Microsoft Corp.
- Other Prominent Players

Figure 1.1: Global Biometric Market Size (USD Billion):

Figure 1.2: Global Biometric Market Size (USD Billion)

- Software
- Services

Figure 1.3: Global Biometric Market Size (USD Billion)

- Voice Recognition
- Keystroke Dynamics
- Gait Analysis
- Signature Analysis
- Others

Figure 1.4: Global Biometric Market Size (USD Billion)

- On Premise
- Cloud

Figure 1.5: Global Biometric Market Size (USD Billion)

- Risk & Compliance Management
- Identity Proofing
- Continuous Authentication
- Fraud Detection & Prevention

Figure 1.6: Global Biometric Market Size (USD Billion)

- Large Enterprises
- SMEs

Figure 1.7: Global Biometric Market Size (USD Billion)

- Retail & E-commerce
- Healthcare
- BFSI
- Government & Defense
- IT & Telecom

- Others

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- 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

- ☐☐☐☐ ☐☐☐☐☐☐☐☐

- China
- India
- Japan
- Australia & New Zealand
- South Korea
- ASEAN
- Rest of Asia Pacific

- ☐☐☐☐☐☐ ☐☐☐☐ & ☐☐☐☐☐☐ (☐☐☐)

- Saudi Arabia
- South Africa
- UAE
- Rest of MEA

- ☐☐☐☐☐ ☐☐☐☐☐☐☐☐

- Argentina
- Brazil
- Rest of South America

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Aamir Beg
Astute Analytica
+1 888-429-6757

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