

## Endpoint Security Market Size, Huge Demand, Analysis by Key Players and Forecast by 2031

The healthcare segment is expected to witness the highest growth in the upcoming years

WILMINGTON, NEW CASTLE, DE, UNITED STATES, October 23, 2024 /EINPresswire.com/ -- The global UNITED STATES OCTOBER OF STATES OCTOBER OF STATES OF



computers, laptops, mobile devices, and others as this serves as entry to any structured network. Endpoint security technologies come with a number of advantages, including protection for weak services, network security for cloud and internet security, and improved data privacy and policy compliance. Endpoint security has grown significantly in importance over the past few years and has integrated itself into everyday living for people who own smartphones, computers, and other smart devices. Furthermore, organizations are now more vulnerable to risks like organized crime, malicious and unintentional insider threats, hacking activities, and rapid digitization across sectors. As the first line of defense in cybersecurity, endpoint security is extensively used.

Depending on end user, the IT and telecom segment dominated the <u>endpoint security market share</u> in 2021 and is expected to continue this dominance during the forecast period, owing to increased usage of mobile devices among mass population. Moreover, security analysts, threat hunters, and IT professionals can assess and stop follow-on threats considerably and more swiftly owing to sophisticated analysis tools and capabilities of endpoint security tools. However, the healthcare segment is expected to witness the highest growth in the upcoming years, owing to enable safer, quicker and more convenient interaction between medical professionals and

their medical assistants. Endpoint security is gaining popularity in the healthcare industry due to its increased end-to-end security with regard to patient data, cost advantages, and user-friendly networking features.

Region wise, the endpoint security market size was dominated by North America in 2021 and is expected to retain its position during the forecast period, owing to the increased number of connected devices in use that has also increased the security risks faced by organizations. However, Asia-Pacific is expected to witness the highest growth in the upcoming years, owing to rapid growth in technologies such as AI, IoT, connected devices, cloud services is attributed to the high demand of high endpoint device protection in Asia-Pacific. Key players in the Asia-Pacific region are adapting strategies such as acquisition and collaboration to improve endpoint security market analysis.

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Furthermore, factors such as increased use of bring your own devices (BYOD) and number of connected devices primarily drive the growth of the endpoint security market. However, lack of skilled workers hampers market growth to some extent. Moreover, the increase in adoption of AI enabled automated responses is expected to provide lucrative opportunities for endpoint security market forecast.

The COVID-19 pandemic has had a negative impact on a number of countries worldwide. Complete lockdown, social isolation, and quarantine, among other pandemic response tactics, have had a negative effect on several global industries, including a portion of the IT security sector. Enterprise virtual private network (VPN) servers were essential to groups and institutions because so many workers now worked from home and so many students were enrolled in online courses. As a result, businesses faced greater cyber risks and threats as a result of the quick adoption of new ideas. There has been an increasing number of COVID-19 websites offering fake prepositions in return for personal information, which is one of the main reasons why attacks on corporate emails have increased. Thus, organizations were anticipated to implement endpoint security solutions during the COVID-19 outbreak by promoting social seclusion at work and permitting remote work-from-home offices. This has helped accelerate the uptake of cloud infrastructure and services, which has increased the market's active device base quickly. This

resulted in quick adoption of endpoint security solutions and growth in the market.

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By solution type, in 2021, the endpoint protection platform segment was the highest revenue contributor to the market, with an 7.3% impressive CAGR. However, the endpoint detection and response segment is estimated to reach \$31.89 billion by 2031, during the forecast period.

By deployment mode, in 2021, the on-premise segment was the highest revenue contributor to the market, with an 7.3% impressive CAGR. However, the cloud segment is estimated to reach \$12.96 billion by 2031, during the forecast period.

By industry vertical, the IT and telecom segment is estimated to reach \$4.91 billion by 2031, with an 4.5% impressive CAGR, during the forecast period. However, healthcare segments are expected to witness approximately 10.2% CAGRs, respectively, during the forecast period respectively.

Region-wise, the endpoint security market growth was dominated by North America. However, Asia-Pacific and Europe are expected to witness a significant growth rate during the forecasted period.

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