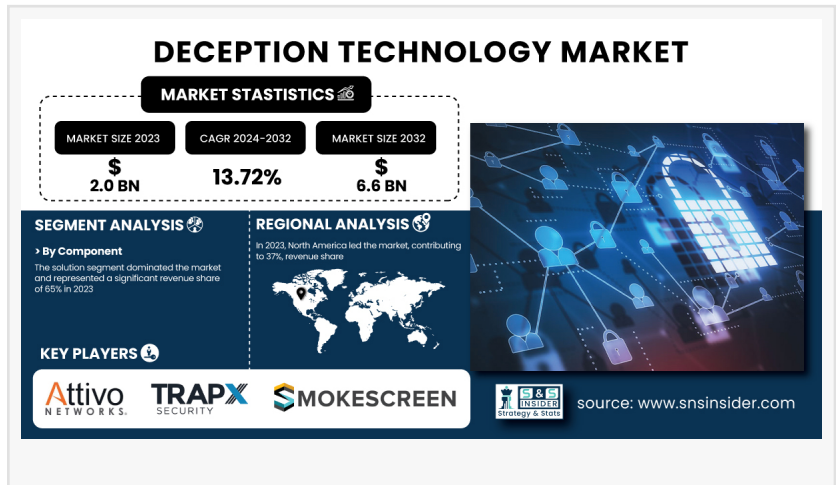


Deception Technology Market to Reach USD 6.6 Billion by 2032 | SNS Insider

The Deception Technology Market, valued at USD 2.0 Bn in 2023, is projected to reach USD 6.6 Bn by 2032, growing at a 13.72% CAGR during the forecast period.

AUSTIN, TX, UNITED STATES, February 11, 2025 /EINPresswire.com/ -- The SNS Insider report states that the [Deception Technology Market](#) was valued at USD 2.0 billion in 2023 and is projected to reach USD 6.6 billion by 2032, growing at a CAGR of

13.72% during the forecast period. The growing sophistication of cyberattacks, increasing adoption of AI-driven deception technology, and the rising demand for proactive threat detection are fueling market growth.



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Some of Major Keyplayers:

- Attivo Networks
- TrapX Security
- Smokescreen Technologies
- Guardicore
- ForeScout Technologies
- Illusive Networks
- Acalvio Technologies
- Darktrace
- LogRhythm
- Cymmetria
- Micro Focus
- SonicWall
- Proofpoint

Solution Segment Leads, While Service Segment Grows Rapidly

The Solution segment accounted for the largest market share in 2023, due to the increasing adoption of deception-based security solutions, such as decoy systems, lures, and fake credentials. The Service segment is expected to register the fastest CAGR during the forecast period, driven by the increasing demand for managed security services, consulting, and implementation support that helps organizations deploy and optimize deception technology effectively.

Data Security Holds the Largest Share, While Network Security Expands Rapidly

The Data Security segment dominated the market and accounted for a significant revenue share in 2023 as the investment made by businesses in changing the paradigm of data protection to deception instead of a direct assault on the data to countermeasures such as data breaches and ransomware. The Network Security segment is expected to register the fastest CAGR during the forecast period, as the emergence of real-time network deception tactics for lateral movement threat resistance and unauthorized access attempts drives the need for advanced network security across the globe.

By Deployment, On-Premise Deployment Leads While Cloud-based Deception Registers Fastest Growth

Cloud segment dominated the market and accounted for a significant revenue share in 2023, as both pure and hybrid-cloud infrastructures and ecosystems, generate a strong need for cloud-native deception security to protect them. The On-Premise segment is expected to register fastest CAGR during the forecast period, Due to the growing requirement of on-premise deception solution for large enterprises and government organizations.

By organization Size, Large Enterprises Dominate, While SMEs Adopt Deception Technology at a Faster Pace

The large enterprise segment dominated the market and accounted for a significant revenue share in 2023, as global organizations invest more in high-end deception-based threat detection solutions for their critical assets. SME segment is expected to register the fastest CAGR during the forecast period, SMEs are increasingly embracing deception technology cost-effectively using AI-powered deception platforms that go live in a matter of a few clicks fortified with deep action against the developing threat landscape.

By End-Use, BFSI Sector Leads, While Healthcare Witnesses the Fastest Growth

The BFSI segment dominated the market and accounted for a significant revenue share in 2023, Deception-based fraud detection, anti-phishing solutions, and insider threat mitigation. The fastest growth in the healthcare segment is due to the adoption of deception security by

healthcare providers to combat medical device hacking, patient data breaches, and ransomware.

Deception Technology Market Segmentation:

By Component

- Solution
- Service

By Deception

- Data Security
- Application Security
- Endpoint Security
- Network Security

By Deployment

- On premise
- Cloud

By Organization Size

- Small and Medium Enterprises
- Large Enterprises

By Vertical

- BFSI
- Energy and Utilities
- Government
- Healthcare
- IT and Telecom
- Manufacturing
- Retail
- Others

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North America Remains the Largest Deception Technology Market while Asia-Pacific Registers the Fastest Growth

North America held the largest market share in 2023, due to high cybersecurity investments along with regulatory frameworks that require organizations to ensure sufficient data protection.

The Asia-Pacific is projected to grow at the highest CAGR, due to the rising cyber threats,

adoption of cloud-based deception security, and growing government initiatives to improve cybersecurity infrastructure in the region. The market is also driven by increasing investments in zero-trust architectures as well as artificial intelligence-based deception technology propelling the market growth over the forecast period in countries such as China, India, and Japan.

Recent Developments in 2024

- In January 2024 Attivo Networks Launched AI-driven deception solutions that enhance threat visibility across hybrid cloud environments.
- In March 2024, TrapX Security Expanded its deception technology portfolio with automated ransomware deception and lateral movement detection.

Access Complete Report: <https://www.snsinsider.com/reports/deception-technology-market-2866>

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