

# Cybersecurity Market Surge- AI Innovations and Strategic Moves Drive \$556Bn Growth by 2032

*Cybersecurity market to reach \$556B by 2032, driven by AI threats, digital transformation, gov't initiatives, and major industry acquisitions.*

CALIFORNIA, CA, UNITED STATES, May 20, 2025 /EINPresswire.com/ -- [Cybersecurity market](#) is projected to grow from US\$ 224.55 billion in 2024 to US\$ 555.98 billion by 2032, at a CAGR of 12% during the forecast period 2025-2032. Market growth is driven by increasing cyber threats, digital transformation, and regulatory developments.



The cybersecurity market is one of the largest and fastest-growing globally, driven by increasing cyber threats and stringent regulatory requirements. Key players like Palo Alto Networks and CrowdStrike are launching advanced AI-powered threat detection solutions to enhance real-time security. For instance, in March 2024, Palo Alto Networks launched new AI-powered security solutions featuring Precision AI, combining machine learning and generative AI for real-time threat defense. These tools protect against advanced attacks like zero-day exploits and DNS hijacking and include AI Access Security, AI Security Posture Management, and AI Runtime Security to help companies safely adopt AI technologies.

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AI-driven threats and digital transformation are reshaping cybersecurity, fueling unprecedented growth and innovation to safeguard our digital future”

*DataM Intelligence*

Government is also significantly investing in critical

infrastructure protection, and the rise of cloud adoption is also fuelling market expansion. For instance, in January 2025, the US government launched the Cyber Trust Mark, a new cybersecurity safety label for internet-connected consumer devices set to appear later this year.

Endorsed by NIST, the label helps consumers identify smart products such as home security cameras, TVs, and fitness trackers that meet stringent security standards. It aligns with the broader growth of the cybersecurity sector in North America, driven by rising cyber threats and increased government and private sector investments.

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## Rapid Rise of AI-Driven Threats in Cybersecurity

The rapid rise of AI-driven threats is significantly accelerating the cybersecurity market. A survey by Arkose Labs revealed that 56% of organizations reported an increase in both the frequency and sophistication of cyber threats due to generative AI. Most cyberattacks start with users clicking on phishing emails, with 91% of attacks initiated this way, according to PhishMe. People fall for these emails mainly due to emotions like curiosity (13.7%), fear (13.4%), and urgency (13.2%).

As cybercriminals increasingly leverage AI to launch sophisticated attacks like deepfakes, automated phishing, and evasive malware, organizations are compelled to adopt advanced AI-powered defenses. This dynamic has driven major investments in next-generation security technologies that use machine learning and behavioural analytics for real-time threat detection. Companies are leading with innovative AI-based solutions to counter these evolving threats.

## North America Poised to Have the Highest Share in Cybersecurity Market

North America holds a significant share in the global cybersecurity market due to its advanced technological infrastructure and high adoption of digital solutions across industries. The presence of leading cybersecurity companies further boosts market growth. Increasing cyber threats and regulatory compliance requirements drive organizations to adopt robust security solutions. Additionally, rapid cloud adoption and AI integration enhance demand for innovative cybersecurity services.

The region benefits from strong government initiatives and substantial investments in cybersecurity, especially to protect critical infrastructure and sensitive data. For instance, in March 2025, the Federal Communications Commission launched a new Council on National Security to combat cyber and supply chain threats targeting the US telecommunications sector. Announced by Chairman Brendan Carr, the initiative aims to address growing risks from foreign adversaries. The council will use its regulatory and enforcement powers to strengthen national security and defend against cyber espionage groups.

## Strategic Industry Initiatives:

- In April 2025, Palo Alto Networks acquired Seattle-based AI cybersecurity startup ProtectAI for

US\$650–US\$700 million. This potential acquisition underscores Palo Alto's strategy to expand its cybersecurity offerings, especially in the evolving AI model/application security sector.

- In March 2025, Exein, an Italian cybersecurity startup, entered into a partnership with Taiwan's MediaTek to embed its security systems into MediaTek's Genio platform. This collaboration aims to enhance the security of over 3 billion devices across industries such as mobile, automotive, home, and healthcare.
- In March 2025, Alphabet, Google's parent company, acquired Israeli cloud security firm Wiz. This move aims to bolster Google's competitiveness in the cloud services market against Microsoft and Amazon. Wiz specializes in scanning cloud storage for security risks and will continue to operate independently post-acquisition.
- In September 2024, Mastercard, a multinational payment card services corporation, announced the acquisition of cybersecurity company Recorded Future for US\$2.65 billion. Recorded Future specializes in AI-driven threat intelligence and employs over 1,900 people across 75 countries. This acquisition is set to bolster Mastercard's capabilities in fraud prevention, real-time decision-making, and threat intelligence, aligning with its strategy to enhance security services.
- In April 2024, Binary Defense, a Managed Detection and Response (MDR) provider, expanded its leadership team and introduced AI-powered threat detection capabilities. The company launched ARC Labs; an advanced research group focused on identifying emerging threats.

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Sai Kiran

DataM Intelligence 4Market Research

+1 877-441-4866

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