

ESET named a Leader in IDC MarketScape for Consumer Digital Life Protection

DUBAI , DUBAI, UNITED ARAB EMIRATES, November 10, 2025 /EINPresswire.com/ -- [ESET](#), a global leader in cybersecurity, has been positioned as a [Leader in the IDC MarketScape: Worldwide Consumer Digital Life Protection](#) 2025 Vendor Assessment (doc #US52976725, October 2025). We believe that powerful yet lightweight technologies, paired with a comprehensive AI strategy, are among ESET's greatest strengths.



According to the report,¹ “ESET is a suitable choice for individuals, families, and SOHO users seeking reliable and lightweight digital life protection. Its prevention-first approach is ideal for those who value proactive security measures that do not compromise device performance.”

ESET was recognized for the following strengths: “ESET's focus on prevention allows it to proactively address threats through advanced technologies and real-time cloud protection. Its lightweight solutions are designed to maintain device performance while delivering effective security, which is particularly appealing to SOHO users who often rely on resource-constrained systems. The integration of artificial intelligence and human expertise enables ESET to adapt to evolving threats, ensuring its solutions remain relevant in a dynamic cybersecurity landscape.”

The ESET HOME platform simplifies the management of security settings and devices. This centralized control is especially beneficial for SOHO users managing multiple devices, as it reduces complexity and enhances efficiency. ESET's compatibility with multiple platforms ensures that users can protect a diverse range of devices, from smartphones to computers, making it a versatile option for both personal and professional use.”

Find out more about ESET's results and get complimentary access to the IDC MarketScape: Worldwide Consumer Digital Life Protection 2025 Vendor Assessment excerpt.

If you would like to learn more about this recognition and ESET's strengths in greater detail, feel free to read the dedicated ESET blog on this report.

1IDC MarketScape: Worldwide Consumer Digital Life Protection 2025 Vendor Assessment, By Mike Jude, October 2025, Doc #US52976725

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.

About ESET

ESET® provides cutting-edge cybersecurity to prevent attacks before they happen. By combining the power of AI and human expertise, ESET stays ahead of emerging global cyber threats, both known and unknown—securing businesses, critical infrastructure, and individuals. Whether it's endpoint, cloud, or mobile protection, our AI-native, cloud-first solutions and services remain highly effective and easy to use. ESET technology includes robust detection and response, ultra-secure encryption, and multifactor authentication. With 24/7 real-time defense and strong local support, we keep users safe and businesses running without interruption. The ever-evolving digital landscape demands a progressive approach to security: ESET is committed to world-class research and powerful threat intelligence, backed by R&D centers and a strong global partner network. For more information, visit ESET Middle East or follow us on LinkedIn, Facebook & X.

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