Zero Trust Security Market to Reach USD 126.02 Billion by 2031, Driven by Rising Cyber Threats

Rising cyber threats and remote work adoption are fueling the global zero trust security market growth.

WILMINGTON, DE, UNITED STATES, November 10, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research Zero Trust Security Market Size, Share, Competitive Landscape and Trend Analysis Report, by Component (Solution, Services), by Deployment Model (On-premise, Cloud), by Enterprise Size (Large Enterprises, SMEs), by Authentication (Single-factor Authentication, Multi-factor Authentication), by Industry Vertical (BFSI, Government, IT and Telecom, Manufacturing, Healthcare, Retail, Energy and Utilities, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031, The global zero trust security market was valued at USD 23.61 billion in 2021, and is projected to reach USD 126.02 billion by 2031, growing at a CAGR of 18.5% from 2022 to 2031.

The Zero Trust Security Market is rapidly gaining traction as organizations increasingly adopt cloud services, IoT, and remote work environments. This security model eliminates implicit trust and continuously verifies every user and device attempting to access network resources, ensuring enhanced protection against data breaches and cyberattacks.

Growing concerns over sophisticated cyber threats and data privacy regulations have encouraged enterprises to integrate zero trust frameworks into their IT infrastructures. Unlike traditional perimeter-based defenses, zero trust provides a dynamic, identity-driven approach that aligns with modern hybrid and multi-cloud ecosystems, driving its global adoption.

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□□□□□□□: The surge in cyberattacks targeting critical infrastructure and remote systems has accelerated the adoption of zero trust models. Organizations seek to minimize potential attack surfaces and protect sensitive information across distributed networks.

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[illegible]: The increasing shift toward digital transformation, coupled with stringent data protection laws such as GDPR and CCPA, presents lucrative opportunities for vendors offering scalable zero trust solutions. This trend is likely to boost investments in security automation and identity management.

[illegible]: The rise of AI and machine learning in cybersecurity is enhancing the predictive capabilities of zero trust systems. Automated threat detection and adaptive authentication are becoming key differentiators in the market.

[illegible]: Ensuring consistent policy enforcement across hybrid and multi-cloud environments remains a challenge. Organizations must focus on unified visibility and interoperability among various security tools to achieve full zero trust maturity.

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The Zero Trust Security Market is segmented by component (solutions and services), deployment mode (on-premises and cloud), organization size (SMEs and large enterprises), and industry vertical (IT & telecom, BFSI, healthcare, retail, government, and others). Among these, the cloud deployment segment dominates due to its scalability, cost-effectiveness, and integration with advanced threat analytics.

The BFSI segment held the largest share of the Zero Trust Security Market in 2021 and is anticipated to maintain its dominance in the coming years. Financial institutions increasingly rely on mobile, cloud, and social platforms to enhance operational efficiency and customer experience, creating a strong need for advanced data protection and digital privacy. Consequently, the growing emphasis on securing critical financial data and ensuring regulatory compliance has been a major growth driver for zero trust adoption in the sector. Furthermore, heightened government regulations regarding financial security and the surge in online banking activities during and after the COVID-19 pandemic have accelerated the implementation of zero trust security solutions across the BFSI industry, fostering market expansion.

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North America leads the zero trust security market due to its advanced technological landscape and high adoption of innovative cybersecurity solutions. The region's robust zero trust network infrastructure, coupled with strong financial capacity, enables organizations to implement comprehensive security frameworks effectively. Moreover, growing competition among cloud service providers has prompted key players to enhance data protection through faster access, improved reliability, and broader service reach.

Additionally, the increasing use of mobile and web applications, along with a rising dependency on the internet and social media platforms, continues to fuel the demand for zero trust security solutions across North America. These factors collectively strengthen the region’s position as a dominant market for zero trust security adoption and innovation.

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Some of the key data center automation industry players profiled in the report include Cisco, Akamai, IBM, ZScaler, VMware, Microsoft, Cloudflare, Google, Cyxtera Technologies, SonicWall, Palo Alto Networks, Check Point Software Technologies, Trend Micro, Inc., Symantec Corp., FireEye, Inc., McAfee Corp., and forcepoint. This study includes Zero trust security market share, trends, zero trust security industry analysis, and future estimations to determine the imminent investment pockets.

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- On the basis of component, in 2021, the solution segment dominated the zero trust security market size. However, the services segment is expected to exhibit significant growth during the forecast period.
- Depending on industry vertical, the BFSI segment generated highest revenue in 2021.
- On the basis of organization size, the large enterprises segment generated the highest revenue in 2021. However, the small & medium enterprises segment is expected to exhibit significant growth during the forecast period
- On the basis of region, North America dominated the market in 2021. However, Asia-Pacific is expected to witness significant growth in the upcoming years.

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