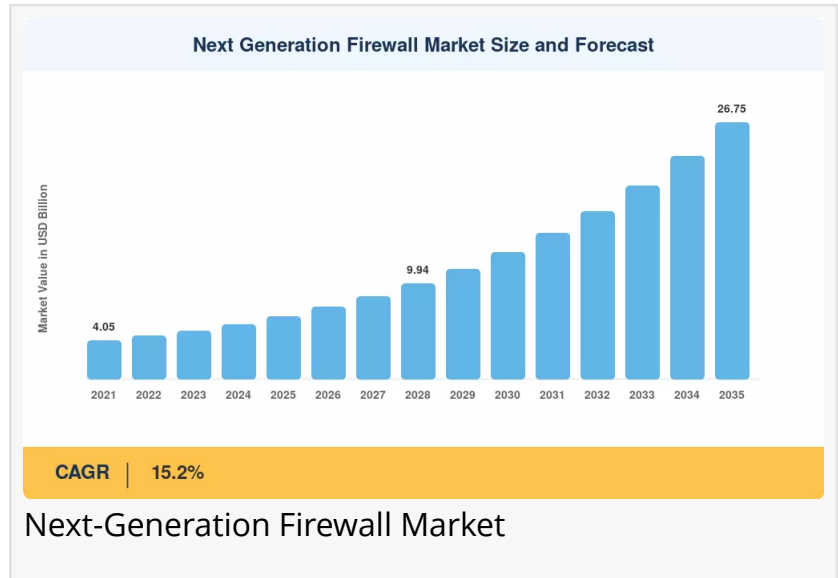


Next-Generation Firewall Market Projected to Surpass USD 26.75 Billion at 15.2% CAGR by 2035

Next-Generation Firewall Market is expanding rapidly, driven by rising cyber threats, AI-powered security, cloud adoption, and zero-trust strategies.

BERLIN, BERLIN, GERMANY, August 3, 2026 /EINPresswire.com/ -- The [Next-Generation Firewall Market](#) is

witnessing remarkable growth as organizations across industries strengthen their [cybersecurity](#) frameworks to defend against increasingly sophisticated cyber threats. According to recent market estimates, the Next-Generation Firewall Market stood at USD 6.50 billion in 2025 and is forecast to climb to USD 26.75 billion by 2035, registering a robust CAGR of 15.2% during the 2026–2035 forecast period.



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The Next-Generation Firewall Market is advancing rapidly as AI-powered threat detection, zero-trust security, and cloud-native protection become essential for defending modern enterprise networks.”

Market Research Future

The rapid digital transformation of businesses, widespread cloud adoption, hybrid work environments, and increasing dependence on connected devices are fueling demand for advanced firewall solutions. Unlike traditional firewalls, next-generation firewalls combine deep packet inspection, intrusion prevention systems, application awareness, malware detection, SSL inspection, and AI-driven threat intelligence to provide comprehensive network security.

Enterprises are investing heavily in integrated cybersecurity platforms capable of detecting zero-day attacks, ransomware, phishing campaigns, and insider

threats. Furthermore, regulatory compliance requirements across sectors such as banking, healthcare, government, manufacturing, and telecommunications continue to encourage

organizations to deploy advanced firewall technologies. As cyberattacks become more targeted and complex, businesses are prioritizing proactive security architectures, making next-generation firewalls an essential component of modern enterprise security strategies.

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Market Dynamics: Drivers, Restraints and Opportunities

The primary driver of the Next-Generation Firewall Market is the increasing frequency and sophistication of cyberattacks targeting enterprises worldwide. Organizations are facing advanced persistent threats (APTs), ransomware attacks, distributed denial-of-service (DDoS) attacks, and data breaches that demand intelligent security solutions capable of real-time threat detection and prevention.

The rapid adoption of cloud computing, IoT ecosystems, remote work models, and digital transformation initiatives has significantly expanded enterprise attack surfaces, increasing the need for advanced firewall protection. Government regulations concerning data privacy and cybersecurity compliance, including GDPR, HIPAA, PCI-DSS, and regional cybersecurity standards, are also encouraging investments in next-generation firewall technologies.

Despite strong market momentum, several challenges continue to influence market growth. High deployment costs, complex implementation processes, and the shortage of skilled cybersecurity professionals can limit adoption among small and medium-sized enterprises. Integrating advanced firewall solutions with existing legacy IT infrastructure may also present operational complexities. Additionally, maintaining continuous security updates and managing evolving threat intelligence require significant organizational resources.

However, substantial opportunities continue to emerge across the market. Artificial intelligence, machine learning, behavioral analytics, cloud-native firewall architectures, [Secure Access Service Edge](#) (SASE), Zero Trust security models, and automated threat intelligence platforms are transforming the capabilities of next-generation firewalls. Increasing investments in digital infrastructure, smart cities, Industry 4.0, and edge computing are expected to create additional growth opportunities. As enterprises embrace hybrid cloud environments, demand for scalable, software-defined, and cloud-delivered firewall solutions will continue accelerating throughout the forecast period.

Key Players and Competitive Insights

The Next-Generation Firewall Market remains highly competitive, with global cybersecurity companies continuously investing in research and development to strengthen their product portfolios. Market leaders are focusing on AI-powered threat detection, integrated security platforms, cloud security, network visibility, and automated incident response to enhance

customer protection. Strategic mergers, acquisitions, product launches, and partnerships continue shaping the competitive landscape as vendors expand their global presence and technological capabilities.

Leading companies are also emphasizing unified security management platforms that integrate firewall protection with endpoint security, intrusion detection, secure web gateways, identity management, and threat intelligence services. Cloud-based firewall services are gaining popularity among enterprises seeking scalable security without significant hardware investments. Additionally, vendors are increasingly offering subscription-based cybersecurity solutions that provide continuous updates against evolving cyber threats.

Major companies operating in the market include Palo Alto Networks, Fortinet, Cisco Systems, Check Point Software Technologies, Juniper Networks, Sophos, SonicWall, Barracuda Networks, WatchGuard Technologies, Forcepoint, Hillstone Networks, Huawei Technologies, Sangfor Technologies, Versa Networks, and Netskope. These organizations continue investing in AI-driven cybersecurity innovations, cloud security integration, and zero-trust networking capabilities to maintain competitive advantages in the evolving cybersecurity landscape.

Market Segmentations

By Component

- Hardware
- Software
- Services

By Deployment Mode

- On-Premises
- Cloud-Based

By Organization Size

- Small and Medium Enterprises (SMEs)
- Large Enterprises

By Application

- Network Security
- Data Center Security
- Cloud Security
- Branch Office Security
- Remote Workforce Protection

By End User

- BFSI
- Government
- Healthcare
- IT & Telecommunications
- Retail
- Manufacturing
- Energy & Utilities
- Education
- Others

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Regional Insights

North America dominates the Next-Generation Firewall Market due to its mature cybersecurity ecosystem, extensive digital infrastructure, and strong presence of leading cybersecurity solution providers. The region continues to experience high adoption of cloud technologies, AI-powered security platforms, and zero-trust architectures across financial institutions, healthcare organizations, government agencies, and technology companies. Strict regulatory requirements and increasing cybersecurity investments further support regional market growth.

Europe represents another significant market driven by stringent data protection regulations, growing enterprise cybersecurity awareness, and increasing investments in digital transformation. Organizations across Germany, the United Kingdom, France, and other European countries are strengthening their cybersecurity infrastructure to protect critical assets from evolving cyber threats.

Asia-Pacific is projected to register the fastest growth during the forecast period. Rapid industrialization, increasing internet penetration, expanding cloud adoption, and digital government initiatives across China, India, Japan, South Korea, and Southeast Asian countries are accelerating demand for advanced cybersecurity solutions. Rising cybercrime incidents and expanding enterprise IT infrastructure continue to create significant growth opportunities throughout the region.

Latin America and the Middle East & Africa are also witnessing steady market expansion due to increasing digitalization, improving IT infrastructure, and growing awareness regarding cybersecurity risks. Government modernization initiatives, expanding financial services, and rising cloud adoption are expected to contribute to long-term regional growth.

Recent Developments

Leading cybersecurity vendors continue introducing AI-powered next-generation firewall platforms capable of detecting sophisticated threats with enhanced accuracy and reduced response times. Cloud-native firewall solutions are becoming increasingly popular as enterprises migrate workloads to public, private, and hybrid cloud environments. Strategic partnerships between firewall providers and cloud service companies are strengthening integrated cybersecurity offerings. Organizations are also investing in Secure Access Service Edge (SASE) frameworks that combine networking and security into unified cloud-based platforms. Additionally, continuous innovations in machine learning, behavioral analytics, encrypted traffic inspection, and automated threat intelligence are significantly improving firewall performance against evolving cyber threats.

Frequently Asked Questions (FAQs)

Q1. What is a Next-Generation Firewall?

A Next-Generation Firewall is an advanced security solution that combines traditional firewall functions with intrusion prevention, application control, malware detection, and threat intelligence.

Q2. What is driving the growth of the Next-Generation Firewall Market?

Growing cyber threats, cloud adoption, remote work, and stricter cybersecurity regulations are the primary growth drivers.

Q3. Which industries are the major users of next-generation firewalls?

BFSI, healthcare, government, IT & telecommunications, manufacturing, retail, and education are among the leading end users.

Q4. Which region leads the Next-Generation Firewall Market?

North America currently holds the largest market share due to advanced cybersecurity infrastructure and significant enterprise investments.

Q5. What technologies are shaping the future of this market?

Artificial intelligence, machine learning, Zero Trust security, SASE, cloud-native firewalls, and automated threat intelligence are driving future market growth.

Q6. What challenges does the market face?

High implementation costs, integration complexity, and the shortage of cybersecurity professionals remain key challenges.

Q7. What is the projected market value by 2035?

The Next-Generation Firewall Market is expected to reach USD 26.75 billion by 2035 at a 15.2% CAGR during the forecast period.

□□ Expert Market Forecasts from Market Research Future:

Data Science Platform Market-

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Digital Insurance Platform Market-

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Edge Analytics Market-

<https://www.marketresearchfuture.com/reports/edge-analytics-market-3192>

Data Exfiltration Market-

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Ultra-WideBand Market-

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Sagar Kadam

Market Research Future

+ + +1 628-258-0071

[email us here](#)

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