

## **Cloud Endpoint Protection - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Cloud Endpoint Protection Market size is estimated at USD 2.27 billion in 2025, and is expected to reach USD 4.07 billion by 2030, at a CAGR of 12.4% during the forecast period (2025-2030).

### **Key Highlights**

- The cloud endpoint protection market has experienced significant growth driven by the increased adoption of cloud computing and the corresponding rise in cyber threats. The growth can also be attributed to factors like the surge in cloud adoption across various industries, which necessitated robust security measures.
- The proliferation of remote work and bring-your-own-device (BYOD) policies expanded the attack surface for cybercriminals. Employees accessing corporate resources from various locations and devices require advanced endpoint protection to prevent data breaches and other cyber threats. Cloud endpoint protection solutions offer centralized management and real-time threat detection, making them ideal for securing a distributed workforce.
- The sophistication of cyberattacks has evolved, with threat actors employing advanced tactics, techniques, and procedures (TTPs). Traditional endpoint protection solutions often struggle to keep pace with these evolving threats. In contrast, cloud endpoint protection platforms leverage artificial intelligence (AI) and machine learning (ML) to detect and respond to threats in real time. This capability to adapt and respond to new threats quickly has made cloud endpoint protection a crucial component of modern cybersecurity strategies.
- For instance, in June 2024, CrowdStrike announced a strategic partnership with Hewlett Packard Enterprise to secure end-to-end AI innovation, including large language models (LLMs), accelerated by NVIDIA. With the integration of the CrowdStrike Falcon cybersecurity platform, HPE GreenLake cloud, and OpsRamp AIOps, organizations can seamlessly unify IT operations and cybersecurity in a single, unified process to securely accelerate AI innovation.
- In May 2024, a new survey conducted by Lookout Inc., the data-centric cloud security company, unveiled concerning trends

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regarding mobile phishing attacks targeting the employees of enterprise organizations. The survey, completed by 250 United States-based CISOs and other mobile and cloud cybersecurity leaders, shed light on the urgent need for enhanced measures to combat the growing threat. In addition to this, the results indicated that less than one-third of respondents conducted internal simulations of SMS phishing (33%), social engineering (32%), QR code phishing (30%), or voice phishing (30%).

- The rise of managed security service providers (MSSPs) has also bolstered the market's growth. Many organizations lack the in-house expertise to effectively manage and monitor endpoint security. MSSPs offer cloud endpoint protection as part of their service portfolio, providing organizations with access to specialized expertise and continuous monitoring. This trend has made advanced endpoint protection accessible to a broader range of organizations, further driving market growth.

- In conclusion, the growth of the cloud endpoint protection market is driven by the increasing adoption of cloud computing, the need for robust security in remote work environments, the evolution of cyber threats, regulatory compliance requirements, the prevalence of ransomware attacks, the integration with broader security ecosystems, competitive innovation, the scalability of cloud solutions, and the rise of managed security services.

## Cloud Endpoint Protection Market Trends

### The Healthcare Segment is Expected to Witness Significant Growth

- The global healthcare sector has been increasingly adopting cloud endpoint protection solutions to safeguard sensitive data and ensure compliance with stringent regulatory standards. The rising usage of these solutions is driven by several factors, including the increasing volume of digital patient records, the proliferation of connected medical devices, and the growing sophistication of cyber threats.

- Cloud endpoint protection offers a comprehensive approach to securing endpoints such as laptops, smartphones, tablets, and medical devices by providing real-time threat detection, automated response, and centralized management, all delivered through the cloud.

- Moreover, the healthcare sector's adoption of telehealth services, which surged during the COVID-19 pandemic, has expanded the attack surface. With more healthcare professionals and patients accessing services remotely, securing endpoints becomes paramount. Cloud endpoint protection solutions provide robust security measures that are not limited by physical location, ensuring that remote and on-premises endpoints are equally protected. This is crucial in maintaining the integrity and confidentiality of telehealth interactions.

- For instance, Mayo Clinic, a key nonprofit American academic medical center, has been at the forefront of integrating advanced cybersecurity measures to protect its extensive network of patient data and connected devices. The organization utilizes a cloud endpoint protection solution that incorporates AI and ML to enhance its cybersecurity posture. By leveraging these technologies, Mayo Clinic can continuously monitor its endpoints, detect anomalies, and respond to potential threats in real time.

- In May 2024, Lookout Inc., the data-centric cloud security company, introduced a strategic partnership with Pax8, a key cloud commerce marketplace. The partnership enables managed service providers (MSPs) to acquire Lookout Mobile Endpoint Security directly from the Pax8 Marketplace, backed by actionable threat intelligence from the leading mobile dataset and research team. Lookout Mobile Endpoint Security combines visibility, research, and protection to deliver the industry's most advanced endpoint detection and response (EDR) solution for iOS, Android, and ChromeOS.

- There is a heightened focus on cloud endpoint protection in healthcare to protect patient data. Healthcare organizations manage vast amounts of personally identifiable information (PII) and protected health information (PHI), which are prime targets for cybercriminals. Breaches can lead to significant financial losses, damage to reputation, and severe legal consequences.

- Cloud endpoint protection platforms enhance security by employing advanced technologies such as artificial intelligence (AI) and machine learning (ML) to detect and respond to threats proactively. These technologies enable the identification of unusual patterns and behaviors that may indicate a security breach, allowing for quicker intervention and mitigation.

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## Asia-Pacific is Expected to Witness Significant Growth

- Asia-Pacific is witnessing rapid growth in the market, driven by increasing digital transformation across industries, rising cybersecurity threats, and the increasing adoption of cloud-based solutions. The region's diverse and dynamic economic landscape, coupled with supportive government policies, is fostering a conducive environment for the proliferation of CEP solutions.
- The primary factors contributing to the growth of the market in Asia-Pacific are the surge in cyber threats and sophisticated attacks targeting endpoints, including laptops, desktops, and mobile devices. Furthermore, the rapid digitization of various sectors, such as banking, financial services, and insurance (BFSI), healthcare, and retail, has significantly increased the volume of sensitive data being processed and stored in the cloud. This has necessitated the deployment of robust cloud endpoint protection measures to safeguard data against breaches and unauthorized access.
- The region's growing IT infrastructure and the increasing penetration of high-speed internet are further fueling the adoption of cloud endpoint protection. Countries like China, India, Japan, and South Korea are at the forefront of this digital revolution, with substantial investments being made in enhancing connectivity and digital infrastructure. This is providing a solid foundation for the growth of the market as more businesses migrate to the cloud, requiring robust security solutions to protect endpoints.
- In May 2024, Amazon Web Services (AWS), an Amazon.com company, and CrowdStrike announced an expanded strategic partnership to accelerate cybersecurity consolidation and cloud transformation. As part of the partnership, Amazon unified its cybersecurity protection on the CrowdStrike Falcon platform, protecting the company from code to cloud and device to data.
- Trend Micro, a Japanese cybersecurity company, has a strong foothold in the Asia-Pacific market. Trend Micro offers a comprehensive cloud endpoint protection solution that leverages machine learning and behavioral analysis to detect and mitigate threats. The company's solution provides continuous monitoring, automated threat response, and integration with other security tools to offer a holistic approach to endpoint protection.
- Overall, the region is experiencing significant market growth, driven by the increasing digitalization of businesses, the surge in cyber threats, and the advantages offered by cloud-based security solutions. The support from government regulations, the rise of IoT, and the region's improving IT infrastructure are further propelling this growth.

## Cloud Endpoint Protection Industry Overview

The cloud endpoint protection market is highly fragmented due to several vendors across all scales, i.e., small-scale, regional, and large multi-national scales. Due to intense market rivalry, key players focus on making unique value propositions, product differentiation, and forming multiple partnerships to increase their geographical presence.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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