

## **Web Application Firewall - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Web Application Firewall Market size is estimated at USD 8.15 billion in 2025, and is expected to reach USD 20.20 billion by 2030, at a CAGR of less than 19.9% during the forecast period (2025-2030).

Rising cyber theft and fraud incidents and rigorous government policies governing data and cyber security will likely drive market growth. Furthermore, web-based apps and services have changed the nature of information distribution and exchange in today's business, government, and educational sectors. The firewall market is becoming increasingly crucial for the deeper integration of internal information systems because of the low cost of information and the wide range of online and web-based services.

### **Key Highlights**

- Whether expressly or indirectly, specific enterprise and government laws necessitate the adoption of a WAF (Web Application Firewall) solution. For example, (PCI-DSS) is a renowned and significant standard that supports the use of WAF. WAF functionality may be implemented in software or hardware and operate on an appliance device or a conventional server running the same operating system.
- Furthermore, organizations with online commerce and banking platforms primarily use WAFs to safeguard their operations and protect sensitive consumer data. Again, the rising use of firewalls in healthcare is driving the market. WAFs prevent unauthorized access to critical healthcare networks and electronic patient information using Wi-Fi-enabled equipment and other related devices.
- On the other hand, web application firewalls confront two significant challenges: cost and performance. Performance is typically challenging with these tools since they monitor all incoming and outgoing information at the application layer. Each protocol, such as HTTP and SMTP, has its proxy program, and it might take a long time for new network applications and protocols to receive support.
- Due to unusual conditions, the COVID-19 outbreak increased demand for web application firewall solutions during the last two

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years. Many firms, for example, centered their security efforts on endpoint protection for work-from-home systems. Furthermore, enterprise security teams needed more resources to address multiple online application security concerns, increasing the demand for a reliable web application firewall.

## Web Application Firewall (WAF) Market Trends

### Cloud-Based to Witness Significant Growth

- Web application firewall market development is being driven by the increased acceptance of cloud-based technologies as well as the use of social media platforms. All industries now widely use cloud technology, providing corporations with cost-effective security solutions.
- Cloud-based WAF solutions are available as software packages that comprise a comprehensive stack of threat prevention technologies that provide the best defense against vulnerabilities such as malware, phishing, ransomware, and new cyber threats. Cloud-based WAF solutions safeguard and protect the network (VPN) even when users are not connected to their VPN. Among the services they offer are bot identification and enforcement, access control, caching, threat intelligence, API security, virus detection, and Distributed Denial of Service (DDoS) mitigation.
- Cloud computing enables the model to operate from anywhere and at any time. Furthermore, cloud deployment allows organizations to integrate supplemental infrastructure technologies such as software-defined perimeters to construct durable and highly secure systems. As a result, the growing usage of cloud-based solutions propels the expansion of the web application firewall market share.
- The growing use of cloud-based services has increased the number of WAF solutions, which is expected to boost the global web application firewall market size throughout the forecast period. Furthermore, the growing number of compliance requirements and security laws (PCI DSS) and (GDPR) propel the global industry.

### Asia Pacific Region Expected Significant Demand for Web Application Firewall Market

- Australia, China, India, and Japan are the leading economies in Asia Pacific due to the rising adoption of cloud, and BYOD is gaining popularity as a growth driver. With the proliferation of remote and mobile work and the BYOD trend, hackers have heightened their target from a few employees to the entire network with the help of private emails. As enterprises continue to make strategic shifts to the cloud, they have raised the demand for new and innovative methods, such as encryption and email archiving solutions, to enhance the security of their networks.
- Additionally, as the diversity in the employees' whereabouts continues to expand, the companies are investing in robust security measures, driving the growth of the APAC network security firewalls. The growing population across the region and living standards are also bolstering cloud and BYOD technology development. Thus, the growth of cloud and BYOD technology is expected to create a significant demand for network security firewalls in the coming years, which is further anticipated to drive the market in APAC.
- The demand is expected to grow at a faster pace owing to the stringent regulatory framework and data protection laws like local GDPR; Asia-Pacific is attributed to increasing investments in cyber security by organizations. Also, the increasing adoption of technologies like cloud computing, IoT, and 5G calls for innovative security solutions in the region.
- The growing internet usage in developing countries increases the adoption of security solutions. Further, due to improved data susceptibility brought on by the expansion of the wireless network for devices, network security has become a crucial component of every organization. These are some of the critical factors in the Asia Pacific region that have boosted the market demand.

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## Web Application Firewall (WAF) Industry Overview

The web application firewall is a fragmented market. Currently, the number of web application attacks is increasingly creating new spaces for the players, and the existing players are segmented into business enterprises as small, medium, and large sectors. The high rivalry is among small and medium players, which the competitive rivalry is high in the market. Key players are Akamai Technologies Inc., F5 Networks Inc., Barracuda Networks Inc., Imperva, Inc., etc.

- April 2023 - Akamai Technologies Inc. launched its Prolexic Network Cloud Firewall. This new Akamai Prolexic ability allows customers to define and manage their access control lists (ACLs) while providing greater flexibility to secure their network edge, where Akamai's cloud-based DDoS protection platform stops attacks before they reach applications, data centers, and internet-facing infrastructure.
- April 2023 - Barracuda Networks Inc. announced a distribution arrangement with Ingram Micro for the Gulf area. Through this partnership, Ingram Micro will be able to provide Barracuda's whole range of email, application cloud, network, and data security solutions to resellers in the UAE, Kuwait, Qatar, Oman, Bahrain, Yemen, and Pakistan.

### Additional Benefits:

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

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