

**Endpoint Security Market by Solution (Firewall, Patch Management, Web Content Filtering, Antivirus), Service (Professional, Managed), Enforcement Point (Workstations, Mobile Devices, Server, POS Terminal), Vertical, Region - Global Forecast to 2030**

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**Report description:**

The global endpoint security market size is projected to grow from USD 27.46 billion in 2025 to USD 38.28 billion by 2030 at a Compound Annual Growth Rate (CAGR) of 6.3% during the forecast period.

Organizations are increasingly aware of the risks of internal misuse of entitlement, whether on purpose or inadvertently, with remote work architectures, third-party access, and hybrid IT prevalent. The potential for excessive user privileges or poorly managed user privileges is likely to be greater than ever. Endpoint privilege management is able to mitigate this issue by applying the principle of least privilege, meaning users have the minimum permission that they require, when required. This approach decreases the potential attack surface, decreases lateral movement risk, and mitigates inappropriate access to data. Given the requirement for strong privilege controls in regulated industries such as BFSI, healthcare, and IT services, strong privilege controls in any endpoint security policy are now table stakes for any successful policy.

"By vertical, the BFSI segment accounts for the largest market share during the forecast period."

Endpoint security is very important for BFSI organizations, which involve a considerable amount of sensitive financial and personal information. It is all about protecting all devices connected to the network, such as laptops, mobile devices, ATMs, and point-of-sale terminals, from unauthorized access and threats. Endpoint security involves modern tools, threat detection, malware and protection, encryption, and access control to secure endpoints. In December 2022 alone, finance and insurance organizations across the world suffered 566 breaches that resulted in over 254 million records being leaked. In January 2024, LoanDepot was breached, with the impact of 16.9 million individuals' security being compromised, including sensitive personal and financial data. Evolve Bank & Trust reported a breach in security that compromised the security of 7.6 million people, including social security

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numbers and account information. By developing and investing in endpoint security solutions that include real-time detection, protecting customer information to uphold trust, and strategic investment to sustain customers, BFSI organizations are seeking to reduce legal and reputational exposure to US legislation.

"By region, North America accounts for the largest market share."

North America's endpoint security landscape is changing fast through strong collaborations between public and private organizations and technology partnerships between organizations, large and small, across Canada and the US. In Canada, Bell Canada partnered with SentinelOne to provide next-generation Managed Threat Detection and Response (MTDR) capabilities to its Security Operations Centre, while the University of Toronto gained 'next-gen' centralized threat management for nearly 10,000 endpoints across its campuses. In the US, federal funding and cooperation with industry partners facilitated programs including: Xage Security's USD 1.5 million contract with the US Navy to deliver Zero Trust Access as a multi-faceted and complex naval environment; and the White House combined with Microsoft and Google to deploy endpoint security capabilities, including training to critical rural hospitals. Additionally, Shepherd and Intel partnered to provide advanced Threat Detection Technology against ransomware threats. Together, all of the above describe the continent-wide approach toward advancing endpoint security through collaboration and investment and innovative platforms, aimed at addressing evolving cyber threats in all sectors, including healthcare, defense, academia, and enterprise.

#### Breakdown of primaries

The study contains insights from various industry experts, from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 40%, Tier 2 - 35%, and Tier 3 - 25%
- By Designation: C-level - 45%, Directors - 35%, and Managers - 20%
- By Region: North America - 55%, Europe - 25%, Asia Pacific - 15%, RoW - 5%

The key players in the endpoint security market include Microsoft (US), Palo Alto (US), SentinelOne (US), Trend Micro (Japan), Fortinet (US), Cisco (US), Check Point (Israel), Blackberry (Canada), ESET (Slovakia), Kaspersky (Russia), Trellix (US), CrowdStrike (US), IBM (US), Broadcom (US), Sophos (UK), and others.

The study includes an in-depth competitive analysis of the key players in the endpoint security market, their company profiles, recent developments, and key market strategies.

#### Research Coverage

The report segments the endpoint security market and forecasts its size by offering [solutions (antivirus/antimalware, patch management, web content filtering, firewall, others (EDR, MDM, device control & authentication, endpoint encryption, configuration management)) and services (professional services (design, consulting, and implementation, training & education, support & maintenance), managed services], enforcement point [workstations, mobile devices, servers, point of sale terminals, others (kiosks, industrial system, and removable media)], deployment mode [cloud, on-premises], organization size [large enterprises, SMEs], vertical [BFSI, healthcare, government, IT & ITeS, energy & utilities, retail & e-commerce, telecommunications, manufacturing, education, other verticals (media & entertainment, construction, real estate and travel & hospitality)], and region [North America, Europe, Asia Pacific, Middle East & Africa, and Latin America].

The study also includes an in-depth competitive analysis of the market's key players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key Benefits of Buying the Report

The report will help market leaders and new entrants with information on the closest approximations of the revenue numbers for the overall endpoint security market and its subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (growing surge of cyberattacks, increasing shift toward remote work, the rapid growth of IoT devices), restraints (high deployment costs, impact on device performance), opportunities (growing adoption of cloud, integration of AI/ML

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into endpoint security solutions), and challenges (shortage skilled cybersecurity professionals, zero-day vulnerabilities)

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and product & service launches in the endpoint security market.

-□Market Development: Comprehensive information about lucrative markets - the report analyzes the endpoint security market across varied regions.

-□Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the endpoint security market.

-□Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Microsoft (US), Palo Alto Networks (US), Trellix (US), CrowdStrike (US), Xcitium (US), Optiv (US), Deep Instinct (US), Securdien (India), Morphisec (Israel), Coro (US), IBM (US), Trend Micro (Japan), SentinelOne (US), Sophos (UK), Broadcom (US), Elastic (US), Cybereason (US), Vipre Security (US), Acronis (Switzerland), VMware (US), Blackberry (Canada), ESET (Slovakia), Fortinet (US), Cisco (US), Check Point (Israel), and Kaspersky (Russia) in the endpoint security market.

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