

## **Endpoint Security Platforms - A Global Market Overview**

Market Report | 2025-08-12 | 493 pages | Industry Experts

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### **Report description:**

Global Endpoint Security Platforms Market Trends and Outlook

The global Endpoint Security Platforms market is undergoing a strategic transformation, with total revenues expected to rise from US\$15.8 billion in 2024 to US\$23.9 billion by 2030, registering a robust CAGR of 7.2% during the forecast period. This growth reflects the escalating urgency among enterprises to defend against increasingly complex and persistent cyber threats in an era of distributed workforces, expanded digital footprints, and growing regulatory demands. No longer limited to antivirus or traditional protection, endpoint security is now at the core of enterprise cyber defence strategies, driven by unified platforms that blend prevention, detection, and automated response across all device types.

Key trends shaping the market include the rapid adoption of cloud-native architectures, AI-powered threat detection, and the rise of extended detection and response (XDR) capabilities that integrate endpoint data with telemetry from networks, cloud workloads, and identity platforms. As ransomware, credential abuse, and supply chain attacks intensify, organisations are moving away from siloed tools toward integrated security ecosystems. The convergence of endpoint protection with identity access control, patch management, and device posture assessment is creating new benchmarks for endpoint visibility and resilience. Meanwhile, the demand for simplified management, modular pricing, and zero-touch deployments is influencing product design, especially among mid-sized enterprises and resource-constrained IT teams. As a result, endpoint security is no longer a tactical investment but a foundational pillar in enterprise risk and compliance frameworks.

Leading players in the Endpoint Security Platforms market include Microsoft, CrowdStrike, Broadcom (Symantec), SentinelOne, and Trend Micro, all of whom offer AI-driven, cloud-native, and XDR-integrated solutions. Other notable vendors such as Sophos, Bitdefender, and ESET are gaining traction in the mid-market through modular offerings and managed detection services.

Endpoint Security Platforms Regional Market Analysis

North America remains the largest regional market for endpoint security platforms, contributing approximately 38% of global revenues in 2024. By 2030, the region is expected to reach US\$8.6 billion. This dominance is primarily driven by mature cybersecurity frameworks, a high density of hybrid and remote work environments, and strict regulatory mandates such as HIPAA,

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CCPA, and emerging federal zero-trust architecture requirements. The presence of leading vendors like Microsoft, CrowdStrike, and SentinelOne also reinforces strong enterprise adoption in sectors like healthcare, financial services, and government. Asia-Pacific emerges as the fastest-growing region, projected to expand at a CAGR of 9.2% during 2024-2030, attributed to escalating ransomware incidents, especially in industrial sectors, and growing cybersecurity investments across China, India, and Southeast Asia. As digitisation accelerates and critical infrastructure becomes more connected, demand for integrated endpoint detection, response, and management solutions is rising sharply. Vendors offering modular, cloud-native, and AI-integrated platforms are especially well-positioned to capture this demand in cost-sensitive but high-growth economies.

#### Endpoint Security Platforms Market Analysis by Endpoint Type

Mobile devices represent the largest endpoint type, accounting for roughly 28.2% of the total market in 2024. Their share is expected to climb further as the category grows to US\$7.2 billion by 2030, registering a CAGR of 8.2% during 2024-2030. This leadership is fueled by the rise of remote work, BYOD policies, and the growing use of smartphones and tablets as enterprise productivity tools. The surge in mobile-targeted malware, SMS phishing, and application-level exploits has compelled organizations to prioritize mobile threat defense as a core part of endpoint security strategy. Point-of-sale (POS) terminals emerge as the second-fastest-growing endpoint type, with a CAGR of 7.7%, closely following mobile devices. Growth is being driven by the retail, hospitality, and foodservice sectors, where POS systems are increasingly cloud-connected and vulnerable to targeted intrusions, ransomware, and skimming attacks.

#### Endpoint Security Platforms Market Analysis by Deployment Type

Cloud-based deployments account for the largest share of the endpoint security platforms market, contributing 62.5% share in 2024 and expected to grow to US\$15.3 billion by 2030, registering a faster CAGR of 7.5% during 2024-2030. This dominant position is a direct result of the growing demand for agility, scalability, and remote manageability, especially in hybrid and remote-first work environments. Enterprises are favoring cloud-native endpoint protection and detection systems to enable seamless updates, real-time analytics, and centralized policy enforcement across globally dispersed users and devices. On-premises deployments, while growing at a slower CAGR of 6.6%, still constitute a significant market segment. This mode of deployment remains relevant in highly regulated sectors such as defense, healthcare, and finance, where data residency, internal compliance controls, and integration with legacy infrastructure continue to shape security architecture decisions.

#### Endpoint Security Platforms Market Analysis by Company Type

Large enterprises constitute the dominant customer segment, generating around 56.7% of revenues in 2024. These organizations typically operate complex IT environments with high-value assets and broad attack surfaces, necessitating advanced EDR/XDR capabilities, AI-powered analytics, and integrated identity protection. Regulatory compliance, incident response maturity, and proactive threat hunting further reinforce the need for enterprise-grade solutions, often within multi-vendor security ecosystems. Small and mid-sized enterprises (SMEs), while smaller in 2024, are expected to grow faster at a CAGR of 7.6%. This segment's accelerated growth is being fueled by rising awareness of cyber risks, increased targeting by ransomware groups, and the growing availability of simplified, cost-effective endpoint security offerings tailored to resource-constrained IT teams.

#### Endpoint Security Platforms Market Analysis by Industry Sector

BFSI (Banking, Financial Services, and Insurance) stands out as the largest industry segment, cornering around 21% share in 2024. With rising cyberattacks targeting financial data, digital banking platforms, and remote financial advisors, BFSI organizations are heavily investing in integrated endpoint protection and EDR/XDR solutions to secure distributed assets. Healthcare is the fastest-growing industry segment, expanding at a CAGR of 9% between 2024 and 2030. The surge in connected medical devices, telehealth services, and ransomware attacks targeting hospitals and clinical systems has pushed healthcare

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organizations to prioritize endpoint resilience. Solutions featuring zero-trust enforcement, device inventory visibility, and HIPAA-aligned audit capabilities are seeing rapid adoption, particularly in North America and Europe.

## Endpoint Security Platforms Market Report Scope

This global report on Endpoint Security Platforms market analyzes the global and regional markets based on Endpoint Type, Deployment Type, Company Type, and Industry Sector for the period 2021-2030 with projections from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

### Key Metrics

Historical Period: 2021-2024

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 30+

### Endpoint Security Platforms Market by Geographic Region

- North America (The United States, Canada and Mexico)
- Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)
- Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)
- South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)
- Middle East & Africa (the United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

### Endpoint Security Platforms Market by Endpoint Type

- Mobile Devices
- Workstations
- Servers
- Point of Sale Terminals
- Other Endpoint Types

### Endpoint Security Platforms Market by Deployment Type

- Cloud
- On-Premises

### Endpoint Security Platforms Market by Company Type

- Large Enterprises
- Small-to-medium Enterprises (SMEs)

### Endpoint Security Platforms Market by Industry Sector

- Banking, Financial Services, and Insurance (BFSI)
- IT & Telecom
- Manufacturing
- Government
- Healthcare
- Retail & Ecommerce

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- o□Bitdefender

- o□BlackBerry Limited

- o□Check Point Software Technologies

- o□Cisco Systems Inc.

- o□Comodo Security Solutions Inc.

- o□Coro

- o□CrowdStrike

- o□Cybereason Inc.

- o□Cynet

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- o Microsoft Corporation
- o Morphisec
- o Palo Alto Networks
- o Panda Security (WatchGuard)
- o SentinelOne
- o Seqrite (Quick Heal)
- o Sophos Group plc
- o Symantec Corporation (Broadcom)
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