

Cloud-based Database Security - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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Report description:

Cloud-based Database Security Market Analysis

The cloud-based database security market size is estimated at USD 37.3 billion in 2025 and is forecast to reach USD 71.02 billion by 2030, advancing at a 13.7% CAGR. Rising migration of mission-critical workloads to public, private, and hybrid clouds is stretching traditional perimeter defenses, compelling enterprises to implement data-centric controls inside the database layer. Mandatory encryption of electronic protected health information under the tightened HIPAA rule, effective in 2025, and stronger multi-factor authentication mandated by PCI-DSS 4.0 are accelerating procurement cycles in highly regulated industries. Financial institutions continue to modernize cybersecurity stacks in step with digital banking expansion, while healthcare providers confront breach costs that averaged USD 10.9 million per incident in 2024. Rapid adoption of NoSQL and multi-model databases, post-quantum cryptography standards finalized by NIST in 2024, and AI-driven anomaly-detection features embedded in modern database activity monitoring platforms together underpin a robust long-term demand outlook.

Global Cloud-based Database Security Market Trends and Insights

Escalating Volumes of Mission-Critical Data in Cloud Workloads

Enterprises report that three-quarters of their cloud-resident information now qualifies as sensitive, a sharp shift from the early cloud era when non-critical data dominated. Industrial-manufacturing leaders such as Siemens and Merck are funneling telemetry from IoT devices into cloud data stores for predictive-maintenance analytics, increasing exposure while improving plant uptime.

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The average breach cost climbed to USD 4.88 million in 2024, prompting boards to authorize preventive spending on cloud-native encryption, tokenization and continuous monitoring solutions. Modern platforms support granular key management and vaultless tokenization that preserve data formats, enabling analytics without decrypting raw values.

Heightened Regulatory Compliance (GDPR, PCI-DSS, CCPA, etc.)

European regulators imposed multimillion-euro fines in 2024 for cloud-database misconfigurations that exposed personal data, signaling stricter GDPR scrutiny. PCI-DSS 4.0 expands multi-factor authentication coverage to all cardholder-data environment access paths, forcing payment processors to re-architect database gateways before Q1 2025. India's forthcoming Data Protection and Privacy Act and Vietnam's localization mandates illustrate the compliance patchwork that multinational firms must navigate. Many organizations now treat adherence not as a cost center but as a competitive trust signal that helps win privacy-conscious customers

Data-Sovereignty and Location-Control Concerns

A January 2025 U.S. rule restricts foreign access to sensitive American personal data, adding new licensing hurdles for cross-border database replication. European buyers insist on EU-based hosting and custodial key control to satisfy GDPR and Schrems II transfer limitations, while Vietnam enforces in-country data residency for critical operators. Maintaining equivalent security controls in parallel jurisdictions inflates operational overhead and can slow full-cloud migrations.

Other drivers and restraints analyzed in the detailed report include:

BFSI Sector's Cloud-First Cybersecurity Refresh Cycles / Hybrid and Multi-Cloud Complexity Fueling Unified Security Layers / Global Shortage of Cloud-Security Skillsets /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Hybrid deployments are climbing at a 15.4% CAGR through 2030, even though public-cloud instances retained 46.9% revenue in 2024. This trajectory reflects how regulated firms combine on-premises data stores for sovereign workloads with cloud elasticity for analytics. The cloud-based database security market size for hybrid environments is projected to rise in parallel with manufacturing's Industry 4.0 rollout, where latency-sensitive shop-floor equipment streams data into regional edge nodes before synchronizing with cloud warehouses. Vendors offer policy engines that auto-translate classification labels and encryption rules between Kubernetes clusters, private-cloud OpenStack pools, and hyperscale SQL PaaS services, reducing misconfiguration risk during workload migration.

Organizations value hybrid models for disaster-recovery resilience and granular compliance zoning. Toyota's supply-chain modernization shows how DevSecOps pipelines can push microservice-based inventory apps to Azure while backend Oracle databases remain in private racks until encryption-in-use hardware reaches maturity. CData's 2025 Arc release introduced native two-factor authentication and EU-tenant isolation capabilities designed expressly for hybrid environments where cloud and on-premises connectors share the same workflow engine. As encryption-in-flight becomes mandatory for healthcare workloads under updated HIPAA guidance, hybrid gateways that terminate TLS at the data-layer will capture additional share in the cloud-based database security market.

Healthcare's 17.7% CAGR through 2030 outpaces every vertical because ransomware operators disproportionately target electronic health record systems and imaging repositories. The cloud-based database security market size for healthcare is

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forecast to expand as providers adopt mandatory encryption and zero-trust segmentation to comply with HIPAA's elimination of "addressable" clauses. Advanced tokenization preserves clinical-workflow performance while shielding Personal Health Information fields from unauthorized analytics queries.

The BFSI segment still contributed the largest revenue slice at 28.0% in 2024, reflecting four decades of mainframe-grade access controls that are now being recreated in cloud-native formats. AI-enhanced transaction monitoring embedded at the database layer allows real-time interdiction of anomalous payment patterns. Government agencies focus on sovereign-cloud deployments, leveraging FedRAMP-consented services with hardened audit trails. Retailers and e-commerce marketplaces integrate database protection with fraud-scoring engines to defend against account takeovers that surged after the 2024 holiday season, motivating incremental investment in workload encryption and just-in-time access grants.

Cloud-Based Database Security Market Report Can Be Segmented by Deployment (Public, Private, and Hybrid), End-User Industry (BFSI, Retail and E-Commerce, and More), Database Type (Relational (SQL), Non-Relational (NoSQL), and Multi-model/NewSQL), Security Service Function (Access Control and IAM, Data Encryption and Tokenization, and More), and by Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific is projected to log a 16.6% CAGR through 2030, fueled by nationwide cloud-first directives in India and Vietnam alongside heavy investment in hyperscale regions by U.S. and Chinese providers. Japan's Information Security White Paper 2024 attributed a spike in ransomware hits on port-terminal systems to credential reuse across cloud-based management consoles, encouraging adoption of zero-trust database gateways. Australia's Critical Infrastructure Act similarly drives encryption projects inside energy-sector data lakes.

North America retained 34.5% revenue in 2024 as early adopters extend shared-responsibility models to include encryption-in-use and confidential computing enclaves. The Department of Defense Cloud Security Playbook calls for synchronous auditing between application and database layers, effectively merging DevSecOps pipelines and data-protection controls. Large enterprises increasingly deploy policy-as-code frameworks that replicate identity graphs across AWS, Azure, and Google Cloud to satisfy tighter Sarbanes-Oxley audit demands.

European revenue expands at a modest pace because GDPR vigilance raises compliance costs but also stimulates uptake of privacy-enhancing technologies. The European Data Protection Board's 2024 maneuvers placed cloud-database encryption posture among the top inspection themes, and France's CNIL levied fines for marketing-database misconfigurations that left telemetry unencrypted at res. Providers respond with sovereign-cloud variants that enforce in-region key custody and e-delivery standards.

South America and the Middle East and Africa exhibit steady double-digit growth as telecom modernizers embrace 5G core clouds and governments digitize citizen services, though shortages of cloud-security specialists slow complex zero-trust rollouts. Managed-security-service providers bridge the talent gap by bundling database-protection modules with SOC-as-a-Service offerings, accelerating entry for mid-market adopters.

List of Companies Covered in this Report:

IBM / Microsoft / Amazon Web Services / Oracle / Fortinet / McAfee / Cisco Systems / Palo Alto Networks / Imperva / Trustwave / Check Point Software / Akamai (Guardicore) / Google Cloud / NetLib Security / Informatica / Redis Labs / MongoDB Inc. / Voltage Security (OpenText) / Axis Technology / Micro Focus CyberRes (Voltage) /

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Additional Benefits:

 The market estimate (ME) sheet in Excel format /
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