

Ransomware Protection - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Ransomware Protection Market Analysis

The ransomware protection market size stands at USD 25.86 billion in 2025 and is forecast to climb to USD 55.42 billion by 2030, advancing at a 16.5% CAGR. Expanding ransomware-as-a-service ecosystems, the rise of triple-extortion threats, and a widening operational-technology attack surface keep spending momentum strong. Enterprises now emphasize integrated prevention, detection, and rapid recovery so they can maintain business continuity even when encryption succeeds. Cloud workload exposure, tightening global disclosure laws, and higher cyber-insurance thresholds are shifting budgets toward zero-trust controls, immutable backups, and behavioral analytics. Vendor consolidation intensifies because end users favor unified platforms that blend endpoint, identity, cloud, and backup capabilities with managed detection and response services.

Global Ransomware Protection Market Trends and Insights

Escalating Phishing and Targeted Breaches

Generative-AI voice cloning turns conventional phishing into persuasive "vishing," increasing credential compromise rates in 2025. Microsoft's Phishing Triage Agent in Defender XDR now auto-labels suspicious messages, allowing security teams to shorten response cycles while boosting accuracy. Financial institutions say 56% of recent breaches originated from unpatched VPN flaws, pushing them to deploy user-entity behavior analytics that flag anomalous session activity. Heightened focus on social-engineering countermeasures fuels demand for continuous email, endpoint, and identity monitoring that work in concert

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

rather than in silos.

Ransomware-as-a-Service Boom

More than half of active malware kits sold on underground forums are ransomware variants, and RaaS operators typically collect a 10%-40% cut of every extortion payment. Low technical barriers enable affiliates to attack industrial firms, driving an 87% surge in OT-focused incidents. Enterprises increasingly subscribe to threat-intelligence feeds that pinpoint emerging affiliate groups and pre-release indicators of compromise, allowing them to update detection rules before weaponization.

Free Basic Endpoint Tools Depress Spend

Integrated protections inside Windows and major browser platforms deliver baseline anti-malware at no added cost. While these tools curb commoditized ransomware strains, they rarely offer behavioral analytics, deception, or automated rollback. Some SMB owners, misjudging their exposure, delay paid upgrades, eroding prospective revenue for specialist vendors. Commercial suppliers therefore highlight advanced response functions, supply-chain telemetry, and insurance-eligibility reports to justify premium tiers.

Other drivers and restraints analyzed in the detailed report include:

Cloud and SaaS Migration Enlarging Attack Surface / Cyber-Insurance Mandates for Advanced Controls / Law-Enforcement Wins Cutting Ransom Payments /

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

Segment Analysis

In 2024, on-premises implementations accounted for 68.7% of revenue, underlining compliance and data-sovereignty demands among heavily regulated enterprises. Nevertheless, cloud subscriptions are sprinting forward at an 18.1% CAGR through 2030. The ransomware protection market size for cloud-delivered offerings is projected to rise sharply as buyers embrace elastic analytics and simplified updates. Hybrid designs are now standard, pairing local sensors with SaaS-based correlation engines so teams keep telemetry on-site while leveraging off-premises scale.

Automated snapshot orchestration shortens mean time to recover. Commvault's Cloud Rewind now restores full tenant environments in minutes, rallying interest from organizations that previously hesitated due to recovery uncertainty. Continuous posture monitoring, integrated key management, and policy-as-code pipelines further attract development teams that favor DevSecOps alignment over hardware refresh cycles.

Endpoint protection delivered 44.2% of 2024 revenue and remains the first purchase in any ransomware defence stack. Still, backup and recovery are on track for a 17.2% CAGR, the highest among application groups. Immutable and air-gapped repositories now act as a last-line assurance when prevention layers fail. ExaGrid's non-network-facing tier and delayed delete feature exemplify designs that stop attackers from tampering with restore points.

Email and web-gateway modules evolve via secure access service edge architectures that route traffic through cloud inspection nodes, lowering latency for distributed workforces. Network segmentation features also move into these platforms, blurring lines between categories while strengthening containment. As buyers push toward platform consolidation, vendors bundle previously discrete modules into unified licences, a pattern reinforcing the ransomware protection market momentum.

The Ransomware Protection Market Report is Segmented by Deployment (On-Premises and Cloud), Application (Endpoint

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Protection, Email Protection, and More), End-User Industry (BFSI, Healthcare, and More), Organization Size (Large Enterprises and Small and Medium Enterprises (SMEs)), and Geography.

Geography Analysis

North America led with 36.5% revenue share in 2024, anchored by mature compliance regimes in finance and healthcare plus sizeable enterprise budgets. Federal initiatives such as mandatory incident reporting for critical infrastructure further elevate baseline security expectations. The ransomware protection market size for United States-based organizations will continue to climb as insurance underwriters harden coverage terms.

Asia-Pacific posts the fastest 17.4% CAGR to 2030. New laws in Australia require ransom-payment disclosures, and Southeast Asia recorded more than 135,000 ransomware cases in 2024, spotlighting regional exposure. Many APAC governments launch subsidy programs that help mid-market firms adopt zero-trust controls, accelerating uptake beyond multinational headquarters.

Europe benefits from the NIS2 directive, which covers up to 150,000 essential entities and sets fines at EUR 10 million for non-compliance. The ransomware protection market share for EU-based SMEs is expected to rise as they implement mandatory risk assessments and supply-chain monitoring. Meanwhile, the Middle East and Africa foresee security outlays exceeding USD 3 billion in 2025 as enterprises invest in generative-AI analytics and breach-response retainers. Latin America grapples with a ransomware involvement rate notably higher than the global average, driving new regulation in Brazil that forces disclosure within three days, thereby enlarging regional opportunity for managed security providers.

List of Companies Covered in this Report:

CrowdStrike Holdings, Inc. / Microsoft (Defender/XDR) / Trend Micro Inc. / Palo Alto Networks / SentinelOne / Sophos Ltd. / Symantec (Broadcom) / McAfee LLC / Kaspersky Lab / Bitdefender / FireEye / Trellix / Zscaler Inc. / Cisco (Secure Endpoint) / Fortinet, Inc. / Acronis International / Datto (Kaseya) / Veeam Software / Barracuda Networks / Webroot (OpenText) / Check Point Software /

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Escalating phishing and targeted breaches

4.2.2 Ransomware-as-a-Service (RaaS) boom

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2.3 Cloud/SaaS migration enlarging attack surface
- 4.2.4 Cyber-insurance mandates for advanced controls
- 4.2.5 Zero-trust and micro-segmentation adoption
- 4.2.6 Rise of data-exfiltration and triple-extortion tactics
- 4.3 Market Restraints
 - 4.3.1 Free basic endpoint tools depress spend
 - 4.3.2 Law-enforcement wins cutting ransom payments
 - 4.3.3 Cyber-talent shortage for complex roll-outs
 - 4.3.4 High total cost of full-stack XDR for SMBs
- 4.4 Value Chain Analysis
- 4.5 Regulatory Landscape
- 4.6 Technological Outlook
- 4.7 Porter's Five Forces Analysis
 - 4.7.1 Bargaining Power of Suppliers
 - 4.7.2 Bargaining Power of Buyers
 - 4.7.3 Threat of New Entrants
 - 4.7.4 Threat of Substitutes
 - 4.7.5 Intensity of Competitive Rivalry
- 4.8 Investment Analysis
- 4.9 Assessment of the Impact of Macroeconomic Trends on the Market

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Deployment
 - 5.1.1 On-Premises
 - 5.1.2 Cloud
- 5.2 By Application
 - 5.2.1 Endpoint Protection
 - 5.2.2 Email Protection
 - 5.2.3 Network / Web Security
 - 5.2.4 Backup and Recovery / DR
- 5.3 By End-user Industry
 - 5.3.1 BFSI
 - 5.3.2 Healthcare
 - 5.3.3 Government and Public Sector
 - 5.3.4 IT and Telecom
 - 5.3.5 Manufacturing and Industrial
 - 5.3.6 Education
- 5.4 By Organisation Size
 - 5.4.1 Large Enterprises
 - 5.4.2 Small and Medium Enterprises (SMEs)
- 5.5 By Geography
 - 5.5.1 North America
 - 5.5.1.1 United States
 - 5.5.1.2 Canada
 - 5.5.1.3 Mexico
 - 5.5.2 Europe
 - 5.5.2.1 Germany

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.5.2.2 United Kingdom
- 5.5.2.3 France
- 5.5.2.4 Italy
- 5.5.2.5 Spain
- 5.5.2.6 Russia
- 5.5.2.7 Rest of Europe
- 5.5.3 Asia-Pacific
 - 5.5.3.1 China
 - 5.5.3.2 Japan
 - 5.5.3.3 India
 - 5.5.3.4 South Korea
 - 5.5.3.5 Australia and New Zealand
 - 5.5.3.6 Rest of Asia-Pacific
- 5.5.4 South America
 - 5.5.4.1 Brazil
 - 5.5.4.2 Argentina
 - 5.5.4.3 Rest of South America
- 5.5.5 Middle East and Africa
 - 5.5.5.1 Middle East
 - 5.5.5.1.1 Saudi Arabia
 - 5.5.5.1.2 United Arab Emirates
 - 5.5.5.1.3 Turkey
 - 5.5.5.1.4 Rest of Middle East
 - 5.5.5.2 Africa
 - 5.5.5.2.1 South Africa
 - 5.5.5.2.2 Nigeria
 - 5.5.5.2.3 Rest of Africa

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)

6.4.1 CrowdStrike Holdings, Inc.

6.4.2 Microsoft (Defender/XDR)

6.4.3 Trend Micro Inc.

6.4.4 Palo Alto Networks

6.4.5 SentinelOne

6.4.6 Sophos Ltd.

6.4.7 Symantec (Broadcom)

6.4.8 McAfee LLC

6.4.9 Kaspersky Lab

6.4.10 Bitdefender

6.4.11 FireEye / Trellix

6.4.12 Zscaler Inc.

6.4.13 Cisco (Secure Endpoint)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.14 Fortinet, Inc.
- 6.4.15 Acronis International
- 6.4.16 Datto (Kaseya)
- 6.4.17 Veeam Software
- 6.4.18 Barracuda Networks
- 6.4.19 Webroot (OpenText)
- 6.4.20 Check Point Software

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

7.1 White-space and Unmet-need Assessment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-03-03"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com