**Mobile Application Security Market by Solution (Antivirus & Antitheft, Data Recovery and Others), Deployment Type (Cloud & On-Premise), User Type, Industry Vertical (BFSI, Healthcare & Others) and by Region - Global Forecast to 2020**

**Description:**
Mobile apps such as gaming apps, social media, and shopping apps are at the core of this market. The growing adoption of mobile devices among users has changed the process of sales, marketing, and branding of a product. The companies now prefer to introduce mobile apps to their customers to make purchase. The rising downloads of these apps and increasing use of mobile devices to visit various company websites has increased the risk of cyber-attacks and violation of security policies. This has laid the foundation for mobile application security solutions.

The mobile application security market has been segmented on the basis of solutions, deployment types, user types, and industry verticals. The global market is segmented on the basis of regions into North America, Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America. The global mobile application security market is provided for each region from 2015 to 2020.

Major players of the mobile application security ecosystem were identified across region and their offerings, distribution channel; their regional presence was understood through in-depth discussions. Also, average revenue generated by these companies segmented by region were used to arrive at the overall mobile application security market size. This overall market size is used in the top-down procedure to estimate the sizes of other individual markets via percentage splits from secondary and primary research. The entire procedure includes the study of the annual and financial reports of the top market players and extensive interviews for key insights from industry leaders, such as CEOs, VPs, directors and marketing executives.

All percentage shares, splits, and breakdowns were determined using secondary sources and verified through primary sources. All possible parameters that affect the market covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analysed to get the final quantitative and qualitative data.

The ecosystem for the mobile application security market comprises mobile application security solution providers, internet service providers, cloud service providers, and verticals.

Major companies in the ecosystem are as follows:
- Mobile Application security solution provider: Trend Micro, Symantec, Virtu, McAfee, and others.
- Internet service providers : At&T, Verizon, AOL, and others
- Cloud Service providers : Zscaler, Veracode, Vasco, Mojave Networks, and others

**Key Target audience:**
- Mobile application security solution providers
- Internet service providers
- System Integrators
- Cloud service providers
- Software developers
- Investment research firms

**Scope of the report**

The research report segments the mobile application security market into following submarkets
- On the basis of Solutions:
  - Anti-Virus
  - Anti-Theft
  - Web security
- Data backup and recovery
- IAM and Authentication
- Compliance management
- On the basis of Deployment types:
  - On Premises
  - Cloud
- On the basis of User types:
  - Large enterprise
  - SMBs
  - Individuals
- On the basis of Industry verticals:
  - BFSI
  - Healthcare
  - Retail
  - Government
  - IT and Telecom
  - Education
  - Media and entertainment
  - Manufacturing and aerospace and defense
  - Others
- On the basis of regions:
  - North America
  - Europe
  - Asia Pacific (APAC)
  - Middle East and Africa (MEA)
  - Latin America

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Year
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Key Data Taken From Secondary Sources
      2.1.2 Key Data Taken From Primary Sources
   2.2 Market Share Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Assumptions
      2.4.1 Key Industry Insights

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in Mobile Application Security Market
   4.2 Mobile Application Security Market
   4.3 Mobile Application Security Market Potential
   4.4 Mobile Application Security Deployment Type Market (2015)
   4.5 Mobile Application Security Regional Market
   4.6 Lifecycle Analysis, By Region 2015

5 Market Overview
   5.1 Introduction
   5.2 Evolution
   5.3 Market Segmentation
5.3.1 Mobile Application Security Market, By Solution
5.3.2 Mobile Application Security Market, By Deployment Type
5.3.3 Mobile Application Security Market, By User Type
5.3.4 Mobile Application Security Market, By Industry Vertical
5.3.5 Mobile Application Security Market, By Region

5.4 Market Dynamics
5.4.1 Drivers
  5.4.1.1 Increasing Malware Threats
  5.4.1.2 Growing Demand for End-To-End Security Suites
  5.4.1.3 Increasing Dependency on the Internet
5.4.2 Restraints
  5.4.2.1 High Cost of Mobile Application Security Solutions
  5.4.2.2 Lack of Acceptance in the Enterprise Segment
5.4.3 Opportunities
  5.4.3.1 Increasing Demand for Saas-Based Mobile Application Security Solutions
  5.4.3.2 Strong Need for Protection Against Web-Based Malware
5.4.4 Challenges
  5.4.4.1 Growing Intricacy of Application-Based Malware Threats
  5.4.4.2 Anti-Social and Terrorist Organizations are Targeting Business and Social Environment Through Mobile Application Attacks

6 Industry Trends
  6.1 Introduction
  6.2 Value Chain Analysis
  6.3 Porter's Five Forces Analysis
    6.3.1 Threat From New Entrants
    6.3.2 Threat From Substitutes
    6.3.3 Bargaining Power of Suppliers
    6.3.4 Bargaining Power of Buyers
    6.3.5 Intensity of Competitive Rivalry
  6.4 Standards and Regulations
    6.4.1 Federal Information Processing Standards (FIPS)
    6.4.2 Payment Card Industry Data Security Standard (PCI DSS)
    6.4.3 Health Insurance Portability and Accountability Act (HIPAA)

7 Mobile Application Security: Market Size and Forecast, By Solution
  7.1 Introduction
    7.1.1 Anti-Virus
      7.1.1.1 Overview
      7.1.1.2 Market Size and Forecast
    7.1.2 Anti-Theft
      7.1.2.1 Overview
      7.1.2.2 Market Size and Forecast
    7.1.3 Web Security
      7.1.3.1 Overview
      7.1.3.2 Market Size and Forecast
    7.1.4 Data Backup and Recovery
      7.1.4.1 Overview
      7.1.4.2 Market Size and Forecast
    7.1.5 IAM and Authentication
      7.1.5.1 Overview
      7.1.5.2 Market Size and Forecast
    7.1.6 Compliance Management
      7.1.6.1 Overview
      7.1.6.2 Market Size and Forecast

8 Mobile Application Security: Market Size and Forecast, By Deployment Type
  8.1 Introduction
  8.2 On-Premise
  8.3 Cloud

9 Mobile Application Security: Market Size and Forecast, By User Type
  9.1 Introduction
13.3.4 MnM View
  13.3.4.1 Key Strategies
  13.3.4.2 SWOT Analysis

13.4 VMWare (EMC)
  13.4.1 Overview
  13.4.2 Products and Services Offered
  13.4.3 Recent Developments
  13.4.4 MnM View
    13.4.4.1 Key Strategies
    13.4.4.2 SWOT Analysis

13.5 Mobileiron
  13.5.1 Overview
  13.5.2 Products and Services Offered
  13.5.3 Recent Developments
  13.5.4 MnM View
    13.5.4.1 Key Strategies
    13.5.4.2 SWOT Analysis

13.6 MCAFEE (Intel)
  13.6.1 Business Overview
  13.6.2 Products and Services Offered
  13.6.3 Recent Developments
  13.6.4 MnM View
    13.6.4.1 Key Strategies
    13.6.4.2 SWOT Analysis

13.7 AVG Technologies
  13.7.1 Business Overview
  13.7.2 Products and Services Offered
  13.7.3 Recent Developments
  13.7.4 MnM View
    13.7.4.1 Key Strategies

13.8 Avast Software S.R.O.
  13.8.1 Business Overview
  13.8.2 Products and Services Offered
  13.8.3 Recent Developments
  13.8.4 MnM View
    13.8.4.1 Key Strategies

13.9 Kaspersky Lab
  13.9.1 Business Overview
  13.9.2 Products and Services Offered
  13.9.3 Recent Developments
  13.9.4 MnM View
    13.9.4.1 Key Strategies

13.10 Airpatrol Corporation
  13.10.1 Business Overview
  13.10.2 Products and Services Offered
  13.10.3 Recent Developments
  13.10.4 MnM View
    13.10.4.1 Key Strategies

13.11 Lookout, Inc.
  13.11.1 Business Overview
  13.11.2 Products and Services Offered
  13.11.3 Recent Developments
  13.11.4 MnM View
    13.11.4.1 Key Strategies

13.12 Introducing RT: Real-Time Market Intelligence

13.13 Available Customizations

13.14 Related Reports

List of Tables

Table 1 Global Mobile Application Security Market Size and Growth Rate, 2013 - 2020 (USD Million, Y-O-Y %)
Table 2 Growing Demand for End-To-End Security Suites Will Boost the Mobile Application Market
Table 3 Lack of Acceptance in the Enterprise Segment Will Limit the Growth of the Mobile Application
Security Market
Table 4 Strong Need for Protection Against Web-Based Malware Will Act as an Opportunity for the Mobile Application Security Market
Table 5 The Growing Intricacy of Web-Based Malware Threats Will Be the Major Challenge for Solution Providers
Table 6 Mobile Application Security Market, By Solutions, 2013 - 2020 (USD Million)
Table 7 Anti-Virus Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 8 Anti-Virus Market: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 9 Anti-Theft Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 10 Anti-Theft Market: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 12 Web Security Market: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 13 Data Backup and Recovery Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 14 Data Backup and Recovery Market: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 15 IAM and Authentication Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 16 IAM and Authentication: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 17 Compliance Management Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 18 Compliance Management Market: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 19 Mobile Application Security Market, By Deployment Type, 2013 - 2020 (USD Million)
Table 20 On-Premise Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 21 Cloud Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 22 Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 23 Large Enterprise Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 24 Large Enterprise Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 25 SMB Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 26 SMB Market: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 27 Individuals Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 28 Individuals Market: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 29 Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 30 BFSI Market, By Region, Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 31 Healthcare Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 32 Retail Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 33 Government Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 34 IT and Telecom Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 35 Education Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 36 Media and Entertainment Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 37 Manufacturing and Aerospace and Defense Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 38 Others Market: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 39 Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 40 North America: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 41 North America: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 42 North America: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 43 North America: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 44 United States: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 45 United States: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 46 United States: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 47 United States: Mobile Application Security Market Size, By Region, 2013 - 2020 (USD Million)
Table 48 Canada: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 49 Canada: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 50 Canada: Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 51 Canada: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 52 Europe: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 53 Europe: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 54 Europe: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 55 Europe: Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 56 Asia-Pacific: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 57 Asia-Pacific: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 58 Asia-Pacific: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 59 Asia-Pacific: Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 60 Middle East and Africa: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 61 Middle East and Africa: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 62 Middle East and Africa: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 63 Middle East and Africa: Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 64 Latin America: Mobile Application Security Market Size, By Solution, 2013 - 2020 (USD Million)
Table 65 Latin America: Mobile Application Security Market Size, By Deployment Type, 2013 - 2020 (USD Million)
Table 66 Latin America: Mobile Application Security Market Size, By User Type, 2013 - 2020 (USD Million)
Table 67 Latin America: Mobile Application Security Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 68 Partnerships, 2012 - 2015
Table 69 New Product Launches, 2013 - 2015
Table 70 Acquisitions, 2012 - 2015

List of Figures

Figure 1 Research Design
Figure 2 Breakdown of Primary Interview: By Company Type, Designation, and Region
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Data Triangulation
Figure 6 Mobile Application Security Market Size, Solutions Snapshot (2015 - 2020): Market for Anti-Virus is Expected to Double in the Next 5 Years
Figure 7 Mobile Application Security Market Size, Industry Vertical Snapshot (2015 - 2020): Retail and Healthcare Will Dominate the Market
Figure 8 Global Mobile Application Security Market Share: Na Will Exhibit the Highest Market Share in 2015
Figure 9 Growing Usage of Smartphone Applications is Driving the Market
Figure 10 Anti-Virus, Anti-Theft and Web Security are the Top Three Solutions Gaining the Highest Traction in Terms of Market Size
Figure 11 APAC is Expected to Have the Highest Market Growth Potential in the Years to Come
Figure 12 On-Premises Will Continue to Dominate the Mobile Application Security Market During the Forecasted Period
Figure 13 Europe Market to Grow Faster Than North America
Figure 14 Regional Lifecycle: Mea and Latin America Expected to Be in the Introduction Phase for the Year 2015
Figure 15 Market Evolution
Figure 16 Mobile Application Security Market Segmentation: By Solution
Figure 17 Mobile Application Security Market Segmentation: By Deployment Type
Figure 18 Mobile Application Security Market Segmentation: By User Type
Figure 19 Mobile Application Security Market Segmentation: By Industry Vertical
Figure 20 Mobile Application Security Market Segmentation: By Region
Figure 21 Increase in Malware Threats Will Drive the Mobile Application Security Market
Figure 22 Value Chain Analysis
Figure 23 Porter's Five Forces Analysis (2015): Availability of Substitute Products Have Decreased the Value of the Mobile Application Security Solutions
Figure 24 Anti-Virus Solution is Expected to Contribute Highest to the Mobile Application Security Market
Figure 25 North America and Europe is Expected to Contribute Highest in Anti-Virus Solution Market
Figure 26 Europe is Expected to Adopt Data Backup and Recovery Solution Expensively
Figure 27 On-Premises is Contributing Highest to Mobile Application Security Market in 2015
Figure 28 On-Premises Deployment Type Will Grow Substantially in Asia-Pacific
Figure 29 Mobile Application Security Cloud Deployment Will Grow Extensively in Europe
Figure 30 Large Enterprises are Expected to Contribute Highest Revenue to Mobile Application Security Market
Figure 31 Mobile Application Security Solutions are Expected to Adopt Substantially By Large Enterprises in North America
Figure 32 North America has A Considerable Amount of Adoptions of Mobile Application Security Solution Among SMBs
Figure 33 Individuals in Asia-Pacific Will Continue to Implement Mobile Application Security Solution During the Forecast Period
Figure 34 BFSI Sector is Growing Significantly Among Other Industry Verticals in Mobile Application Security Market
Figure 35 Healthcare is Having Largest Contribution in Mobile Application Security Market in 2015
Figure 36 Retail Industry is Adopting Mobile Application Security Solutions Substantively in Europe
Figure 37 IT and Telecom Sector is Adopting Mobile Application Security Solutions Considerably in North America
Figure 38 North America Market Snapshot: On-Premises Deployment to Contribute Maximum to the Market
Figure 39 Asia Pacific Market Snapshot: Retail Industry is Expected to Gain Popularity Among the Users
Figure 40 Companies Adopted New Product Launches as the Key Growth Strategy Over the Last 3 Years
Figure 41 Market Evaluation Framework
Figure 42 Battle for Market Share: Partnerships and New Product Launches Were the Key Strategies
Figure 43 Geographic Revenue Mix of Top 3 Market Players
Figure 44 Symantec Corporation: Company Snapshot
Figure 45 Symantec Corporation: SWOT Analysis
Figure 46 Trend Micro, Inc.: Company Snapshot
Figure 47 Trend Micro, Inc.: SWOT Analysis
Figure 48 VMWare (EMC): Company Snapshot
Figure 49 VMWare: SWOT Analysis
Figure 50 Mobileiron: Company Snapshot
Figure 51 Panasonic: SWOT Analysis
Figure 52 MCAFEE: Company Snapshot
Figure 53 MCAFEE: SWOT Analysis
Figure 54 AVG Technologies: Company Snapshot
Figure 55 Avast Software S.R.O.: Company Snapshot
Figure 56 Kaspersky Lab: Company Snapshot
Figure 57 Airpatrol Corporation: Company Snapshot
Figure 58 Lookout, Inc.: Company Snapshot

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