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

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