Global Web Content Filtering Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Key Players, Competitive Strategies and Forecasts, 2012 To 2022

Description: The worldwide web content filtering market is predicted to observe growth due to growing concerns over employee output, data security and legal liability. Firms are accepting such solution to detect and regulate internet related issues of safety. Increasing malicious digital activities and presence of large proportion of digital virus that can propel growth and expansion of the global web content filtering industry.

Web content filtering is a type of software devised to regulate the accessibility to particular content on the web and control information provided online through email, internet or other means. The demand for online content filtering services is growing due to business concerns over employee output, security of data/information and legal responsibility. The growing consciousness regarding the need to control the web related safety issues has made the organizations accept online content filtering services on a huge scale.

Today the requirement for web content filtering solutions has increased due to rise in proportion of ongoing anti social activities like spams, malware, cyber attacks, hacking and cyber crimes taking place all across the globe and resulting in breach of data security, data theft, breach of confidential information and easy access to undesirable contents. All these threats has given birth to many issues of concerns for both corporate industries as well as data sensitive firms. This has enhanced the demand for the web content filtering solutions from these firms in order to safeguard their data, protect their data and elevate their data security.

The increasing focus of business organizations to intelligently handle the use of internet bandwidth can propel the demand of the web content filtering solutions during the estimated period. This can further enhance and stimulate the growth of the worldwide web content filtering market. Further, growing penetration of web based services can stimulate the demand and growth of the web content filtering industry during the forecasted time span.

A government regulation along with its desire to minimize the use of bandwidth of internet has contributed to the growth of the global web content filtering market. Further, its capacity to offer web security by blocking access of those malware or websites predicted to distribute malicious contents and viruses making web filtering services a requirement in business firms. But the high proportion of expenditure involved in the maintenance and installation of these web based services may hinder the expansion and development of the global web content filtering market.

Mobile and cloud solutions can promote the growth of the industry during the estimated period. Growing popularity of cloud solutions among the corporate sector due to its cost efficacy and pay per use model may push the demand for such services. SAAS security tools direct internet traffic to fill data centers where it is examined with new advanced technologies to offer compressive security.

Piracy, lack of product innovation or product differentiation and accessibility of open source tools may hinder the growth and expansion of the global web content filtering market in future.

The global web content filtering market is divided into various sections by techniques, end user applications and geographical regions.

The worldwide web content filtering market by technique includes keyword filtering, internet protocol filters, file type filtering, URL filtering, image filtering, link filtering and profile filtering.

The URL filtering method is the dominant method among all the end use methods. It is succeeded by the file type filtering method as a rapidly evolving end use method of future.

The universal web content filtering market by end use applications includes government agencies, mobiles, desktops, institutions, schools and corporate or business firms.

Inside the end use application section of the global web content filtering market, corporate or business firms
section contributed about 0.45 billion US dollars in year 2012 and is predicted to grow further in coming years. Today corporate or business firms represent biggest end use market section in the global web content filtering market. Though corporate or business firms are predicted to remain the key end use market section during the estimated period, institutes and schools are projected to display rapid growth during the forecasted period. Further, to effectively handle the utilization of internet bandwidth and prevent the students from accessing websites not related to study, institutions and schools are installing web filtering solutions in their computers.

Today, business firms or corporate firms have realized the significance of permitting employee access to work related segments of web sites instead of totally blocking them. This has resulted in the demand and growth of the web content filtering services globally and led to growth of web content filtering market globally.

The global web content filtering market by geographical regions includes sub continent of North America, continent of Europe, region of Asia Pacific and Rest of the World comprising of regions of Africa, Latin America and Middle East.

The sub continent of North America contributed biggest industry share in year 2012 owing to favorable government policies promoting the enhanced use of digital content filtering services in schools, institutions and corporate firms in these regions. The web content filtering market of APAC zone was evaluated at 0.27 billion US dollars in year 2012. It is predicted to be the rapidly emerging industry in future. Also growing market penetration of web based techniques and growing data security awareness has resulted in enhanced utilization of web security services in the region of Asia Pacific. The continent of Europe is projected to display a considerable expansion and growth during the forecasted period.

The market report also provides information about the macroeconomic as well as microeconomic business environment of the market which helps the existing market players to increase their market share and new entrants to take accurate strategic business decisions which can help them in enhancing their business growth.

All these concepts related to market research business are explained in a lucid and a simple manner by making use of the pictorial graphical tools of data representation like graphs, charts, diagrams, tables and spreadsheets.

The key market players profiled in the global web content filtering market report includes MacAfee Incorporation, Palo Alto Networks Incorporation, Zscaler Incorporation, Content Keeper Technologies, Trend Micro Incorporation, Quick Heal Corporation, Blue Coat Systems Incorporation, Symantec Corporation, Barracuda Networks Incorporation, Websense Incorporation, Bloxx Limited, Kaspersky Lab and Cisco Systems Incorporation.
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