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## ***Endpoint Security Market, 2016-2020***

### **SCOPE**

This study provides an analysis of the business Endpoint Security market in 2016 and its potential growth over the next four years. It offers a detailed analysis of worldwide market trends, market size and growth forecasts, market share by vendor, vendor products and strategies, and more.

- The Endpoint Security market is comprised of solutions that secure all endpoints in organizations, protecting against the myriad of threats that exist in today's digital world. These threats can include viruses, malware, data loss, inbound network intrusion attempts, and much more.
- Solutions in this market can be deployed in multiple form factors, including software, appliances, cloud services, as well as hybrid solutions.
- This report focuses exclusively on business endpoint security solutions. It does not include consumer endpoint security solutions.
- Government organizations are considered "corporate organizations" for the purposes of this report.

All market numbers, such as market size, forecasts, installed base, and any financial information presented in this study represent *worldwide* figures, unless otherwise indicated. All pricing numbers are expressed in \$USD.

## **METHODOLOGY**

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

## **EXECUTIVE SUMMARY**

- Endpoint security solutions serve to monitor, manage, and protect all endpoints on a network. Endpoints include desktop computers, laptops, and a myriad of other computing devices, such as mobile phones and tablets, servers, virtual desktops and servers, removable disk drives or USB devices, credit card readers, and more.
- Endpoint protection begins with malware detection. Malware can enter the network through email, web browsing, file downloads, or a plethora of other routes. A successful endpoint security solution must be able to detect any of these threats and promptly act to suppress them. Endpoint security solutions must block malware from entering the network, and typically include a variety of functions such as: antivirus protection, email security, web security, and more.

- Endpoint security solutions continue to include increased functionality that makes them the main security solution that many organizations deploy. Many vendors offer additional functionality such as DLP, encryption, web and email security, as add-ons to their endpoint solutions. Most endpoint security vendors are also extending their solutions with advanced real-time threat protection in the form of reputation networks, threat intelligence management, sandboxing, forensic analysis and other techniques to help identify, correlate and block potential threats.
- Security vendors are increasingly offering cloud endpoint security solutions, while some vendors offer exclusively cloud endpoint solutions. The growing adoption of all types of cloud applications, and in particular email, is leading many organizations to opt increasingly for cloud security solutions. Hybrid options, which involve both a cloud and on-premises deployment, are also popular.
- The worldwide market for business Endpoint Security solutions is expected to grow in revenues from \$4.6 billion in 2016, to over \$5.8 billion by 2020. An annual growth rate of 6%.

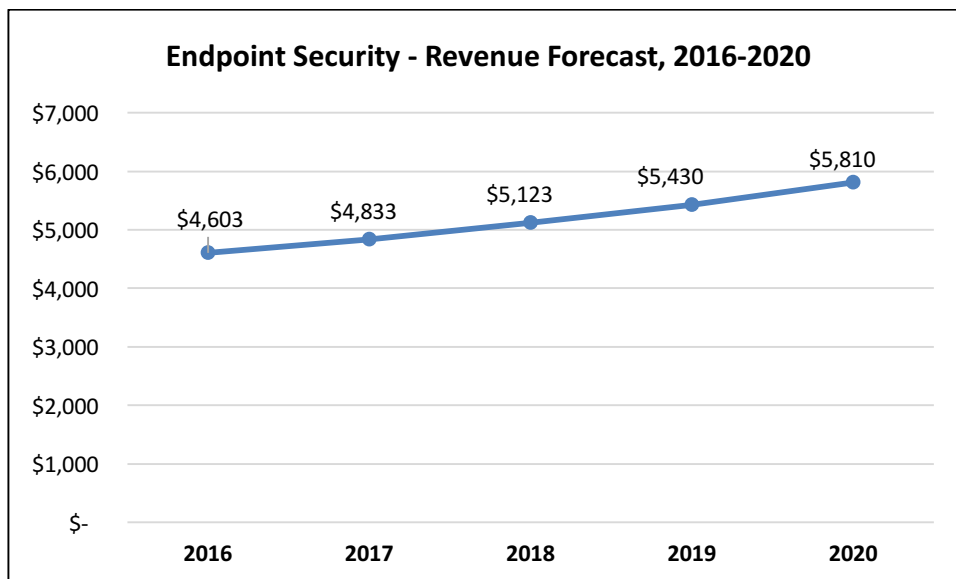


Figure 1: Endpoint Security Revenue Forecast, 2016 – 2020

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