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Data Loss Prevention Market, 2019-2023

SCOPE

This study covers the Data Loss Prevention (DLP) market in 2019 and its expected evolution 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.

Data Loss Prevention is the supervision and management of electronic data that enables organizations to prevent non-compliant information transfer activity from occurring. Enterprise DLP solutions monitor data in motion, data in use, and data at rest on corporate servers, desktops, laptops, and other endpoints.

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

- Data Loss Prevention (DLP) solutions are data supervision and management solutions that enable organizations to prevent non-compliant information sharing. DLP solutions monitor data in an organization in accordance with policies created to block, quarantine, warn, encrypt, and perform other actions that maintain the integrity and security of data. These solutions serve to protect data at rest, data in use, and data in motion.
- DLP solutions enable organizations to better understand their data and adequately protect sensitive data from external or internal threats:
 - *External threats* to data exist in a myriad of forms via advanced persistent threats (APT), espionage, and other methods that try to gain unauthorized access to data. With a proper DLP solution in place, organizations can better understand where confidential data lies and take necessary precautions, such as encrypting or moving confidential data, to avoid unauthorized access.

- *Internal threats* can actually pose greater dangers to organizations due to insiders' easy access to data. Internal leaks can be malicious, such as a disgruntled worker copying sensitive data to a flash drive, or they can result from negligence due to an honest mistake, such as an employee sending a customer list to a business partner that shouldn't have access to it. Protection from external and internal threats, are the most common reasons for deploying a DLP solution.
- We distinguish between three types of DLP solutions:
 - *Full DLP solutions* – are “content-aware” and protect data in use, data at rest, and data in motion.
 - *Channel DLP solutions* – typically enforce policies on a specific type of data (e.g. email). Some Channel DLP solutions are content-aware, but most rely only on keyword blocking.
 - *DLP-Lite solutions* – are add-ons to other enterprise solutions (e.g. Compliance and Data Governance) and may or may not be content-aware.
- This report deals only with Full DLP solutions, as defined above. Channel DLP and DLP-Lite solutions are not covered as they are usually purchased as a component of a broader security or data retention solution (e.g. Email, Compliance and Data Governance, or other).
- The worldwide revenue for enterprise DLP solutions is expected to grow from \$1.2 billion in 2019, to nearly \$2.3 billion by 2023.

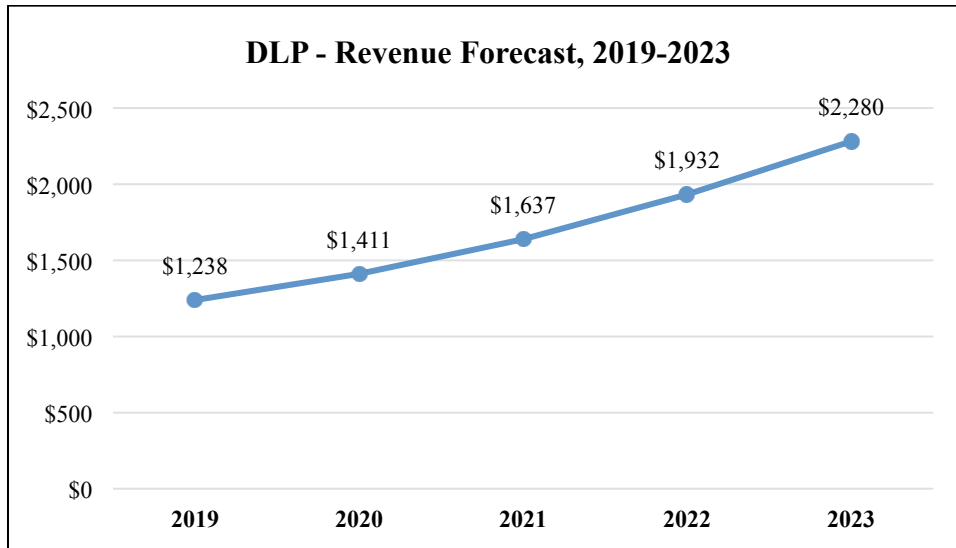


Figure 1: DLP Revenue Forecast, 2019 – 2023

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