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## **Corporate Web Security Market, 2020-2024**

### **SCOPE**

This study provides an analysis of the Corporate Web Security market in 2020 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 Corporate Web Security market is comprised of solutions that provide inbound and outbound security to organizations, protecting against the many threats that exist on the Internet today. These threats can include viruses, various forms of spyware, phishing attacks, and other types of malware.
- Solutions in this market can be deployed in multiple form factors, including software, appliances, cloud services, or as hybrid solutions.
- This report focuses exclusively on corporate deployments, which include government and educational organizations, but does not include service provider deployments.

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.

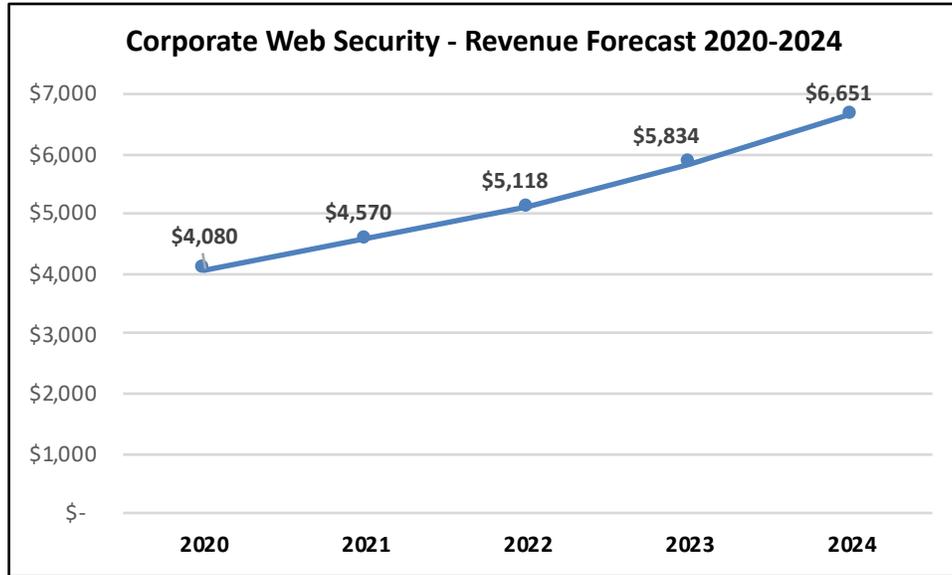
Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

## EXECUTIVE SUMMARY

- Corporate Web Security includes any software, appliance, or cloud-based service that protects corporate users and networks from Web-based malware, enables organizations to control employee behavior on the Internet, and helps prevent data loss.
- Cloud based Web Security solutions are seeing strong demand as organizations that traditionally deployed on-premises solutions are increasingly moving all their services to the cloud. Hybrid solutions that are often viewed as a stepping-stone to full cloud deployment, are also seeing strong growth. Cloud adoption is also being driven by growing mobile device use and larger remote workforces, which need powerful Web Security protection on the go, without the complexity of connecting back to the corporate network.

- Threats are continuing to become more targeted and personal. Blended attacks which present users with some information they recognize and request that they connect to a site to input more information are becoming more prevalent and highly successful. Often the user is totally unaware of the attack and simply serves as a pass through for malware to enter their machine and spread through the entire organization's network. This is the worst scenario and requires Web Security solutions with robust, up to date website definitions that can quickly detect possible access to a compromised site.
- Web access continues to be the most prevalent method through which malware creeps into an organization, as websites are often bloated with nested objects that most users pay little attention to. Each of these elements on a webpage can be pulled from a different domain, and one webpage can easily have dozens of domains that it pulls from. Furthermore, access to malware is becoming much easier with exploit kits. Anyone can buy an exploit kit with relative ease that gives the buyer access to tools that can exploit machines via software flaws. These kits are easy to use and do not require any technical know-how.
- Corporate Web Security vendors are increasingly expanding the Data Loss Prevention (DLP) capabilities of their solutions. However, these are often still fairly basic compared to full scale content-aware DLP solutions and most large organizations will typically still deploy a full content-aware DLP solution for increased protection and better adherence to compliance requirements.
- The Corporate Web Security market continues to see strong growth as organizations of all sizes continue to invest heavily in solutions to help protect themselves against web-borne threats. The market is expected will top \$4.0 billion in revenues in 2020, and is expected to grow to over \$6.6 billion by 2024.



**Figure 1: Corporate Web Security Market Revenue Forecast, 2020-2024**

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