Worldwide Security Spending Guide

IDC's *Worldwide Security Spending Guide* examines the security opportunity from a technology, industry, company size, and geography perspective. This comprehensive database delivered via IDC's Customer Insights Query Tool allows the user to easily extract meaningful information about the security technology market by viewing data trends and relationships and making data comparisons.

MARKETS AND TECHNOLOGIES COVERED

- **3 technology groups and 39 technology details: Hardware** (messaging security appliances, trusted network access and protection appliances, secure web gateway, firewall, UTM, IDP/IPS, and VPN), **software** (cloud-native application protection platform, consumer digital life protection, modern endpoint security, customer identity and access management, authentication, identity management, privileged access management, messaging security, information and data security software, information protection, digital trust, sensitive data management and data privacy, network security, active application security, secure access and segmentation, zero trust edge, security analytics software, device vulnerability assessment, software vulnerability assessment, security information and event management, tier 2 SOC analytics and cloud-native XDR, ediscovery and forensics applications, and governance, risk, and compliance software), and **services** (consulting services, integration services, IT education and training, managed security services, and support security services)

- **7 sectors broken out into 15 industries:** Financial services, healthcare, telecommunications, energy, high tech and electronics, durable goods, nondurable goods, resources, retail, software and information services, transportation and leisure, business and personal services, education, government, and consumer

- **28 industry details:** Banking, insurance, capital markets, healthcare payer, healthcare provider, life sciences, telecommunications, oil and gas, utilities, high tech and electronics, aerospace and defense, automotive, industrial and other manufacturing, chemicals, consumer goods, agriculture and fishing, mining, retail, software and information services, travel and transportation, hospitality and leisure, media and entertainment; engineering, construction, and real estate; professional and personal services, education, federal/central government, state/local government, and consumer

- **5 company size segments:** 1–9, 10–99, 100–499, 500–999, and 1,000+ employees

GEOGRAPHIC COVERAGE

- **9 regions:** United States, Canada, Latin America, Western Europe, Central and Eastern Europe, the Middle East and Africa, Japan, PRC, and Asia/Pacific (excluding Japan and China)

- **48 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of Central and Eastern Europe, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom, and the United States

DATA DELIVERABLES

This spending guide is delivered on a semiannual basis via a web-based interface for online querying and downloads. For a complete release schedule, please contact an IDC sales representative. The following are the deliverables for this spending guide:

- Annual five-year forecasts by technology, industry, company size, and geography delivered twice a year
- Subscription includes inquiry time and query tool access

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. How big is the total worldwide cybersecurity opportunity across hardware, software, and services?
2. Which industries offer the largest opportunities for security technologies in each country?
3. Should we consider smaller/larger companies than our current target?
4. Which technologies are attracting incremental spending in our target industry segments?
5. Which industries are growing the fastest? How does growth vary by company size?
6. Where should resources be focused to take advantage of the maximum market opportunity?