

Worldwide Security Spending Guide

AN IDC 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. Starting from the 2024 V1 release, the new IDC Industry Taxonomy will be applied to this product, expanding segmentation from 20 to 28 industries.

Markets and Technologies Covered

- **3 technology groups:** **Hardware** (messaging security appliances, network security appliances, secure web gateway, firewall, UTM, IDP/IPS, and VPN), **software** (identity and access management, authentication, identity management, privileged access management, messaging security, information protection, data 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, consumer/soho endpoint, modern endpoint, server security, 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)
- **5 company size segments:** 1–9, 10–99, 100–499, 500–999, and 1,000+ employees
- **7 sectors broken out into 15 detailed sectors (new from the 2024 V1 release):** Consumer, 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, and government
- **28 industries (new from the 2024 V1 release):** Consumer, 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, and state/local government

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
- **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 (new from the 2024 V1 release) Norway, Peru, Poland, Portugal, PRC, rest of Asia/Pacific, rest of Central and Eastern Europe, rest of Latin America, 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 delivery 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?