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Deception Technology Market Research Report- Forecast 2030

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Description:

Deception Technology Market Overview

Deception Technology Market Size was valued at USD 1.31 Billion in 2021. The Deception Technology industry is projected to grow from USD 1.68 Billion in 2022 to USD 4.62 Billion by 2030, exhibiting a compound annual growth rate (CAGR) of 13.51% during the forecast period (2022 - 2030). To prevent the damage done by a hacker once he/she has entered the network, the security techniques and tools designed are known as deception technology. With the growing use of advanced technology in all business sectors the chances for cyber attacks and cyber thefts are becoming very common. To prevent cyber thefts deception technology is invented for the quickest solution available.

Deception Technology Market Overview

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Deception Technology Market Trends Rise of APTs (Advanced persistent threat) and zero-day attacks

Deception technology industry growth is being driven by an increase in cyberattacks, including malware and ATPs. Deception technology is predicted to become increasingly widely used across a variety of industries, including retail, healthcare, IT, and many more, to strengthen security measures against malware and APTs and to protect the cloud environment. Further, it is anticipated that throughout the forecast period, the market for deception technology will see tremendous growth opportunities due to the growing adoption of cyber-security platforms in the healthcare sectors to avoid all potential risks and vulnerabilities associated with protected health information. Furthermore, the advanced persistent threat has evolved into one of the trickiest and most difficult cyberattacks. Classic anti-virus methods become inadequate when APT assaults are carried out using a range of tactics including social engineering, phishing, command and control servers, and remote desktop control since they were created to counter traditional stand-alone malware attacks. As a result, an increase in APTs is causing companies to embrace deception technologies.

Deception Technology Market Segment Insights

Deception Technology Deployment Insights

The market segmentation, based on Deployment, includes Cloud, On-Premise. The Cloud segment held the majority share in 2021, contributing to around ~30% of the Deception Technology market revenue. The category is expanding as a result of the increased use of cloud-based deception platforms by both major corporations and small and medium-sized businesses (SMEs). It is economical and inexpensive to buy, set up, and maintain hardware or software.

Deception Technology Component Insights

Based on Component, the market segmentation includes Service and Solution. The Solution segment dominated the market in 2021. Due to the expanding use of deception technology products in the BFSI, government, manufacturing, and other sectors, the solution holds the largest market share. Professional services and managed services are included in the services section. During the projection period, these services are anticipated to develop at the fastest CAGR.

Deception Technology Deception Stack Insights

Based on Deception Stack, the market segmentation includes Application Security, Data Security, Network Security, and Endpoint Security. The Network Security segment dominated the market in 2021 with market growth as networks are becoming more and more complex due to the increased adoption of BYOD and IoT trends.

Deception Technology End-Users Insights

Based on End-Users, the DCB market segmentation includes Manufacturing, Healthcare, BFSI, Transportation, Government, Retail, and Others. The BFSI dominated the market in 2021 the market growth. Due to the increased use of deception platforms in the financial industry, BFSI Segment currently maintains the greatest market share. It efficiently and swiftly detect sophisticated attacks aimed at financial institutions. Additionally, the technology creates extremely sophisticated lures and decoys to divert attackers and shield genuine assets from attack.

Figure 2: Deception Technology Market, by Deception Stack, 2021 & 2030 (USD Million)

Deception Technology Market, by Deception Stack, 2021 & 2030

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Deception Technology Regional Insights

By region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American region has the largest share in the deception technology market and hence dominates the market. This is because of the growing development of deception technology in countries such as Canada and the U.S. as these countries have a large share of start-up businesses. After North America comes Europe, as it holds the second-largest share of the deception technology market in the market. The Asia-Pacific region is also showing positive growth for the deception technology market in the market owing to increase network security infrastructure in countries such as Japan, India, China, South Korea, and many others in the IT and telecommunications sector.

Further, the major countries studied in the market report are The U.S., Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil

Figure 3: DECEPTION TECHNOLOGY MARKET SHARE BY REGION 2021 (%)

DECEPTION TECHNOLOGY MARKET SHARE BY REGION 2021

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Deception Technology Key Market Players & Competitive Insights

Major market players are spending a lot of money on R&D to increase their product lines, which will help the market grow even more. Market participants are also taking various strategic initiatives to grow their worldwide footprint, with key market developments such as new product launches, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations. Competitors in the Deception Technology industry must offer cost-effective items to expand and survive in an increasingly competitive and rising market environment.

Manufacturing locally to cut operating costs is one of the main business tactics manufacturers use in the Deception Technology industry to benefit customers and expand the market sector. Major market players, including Rapid7 Inc, Attivo Networks, Allure Security Technology, Guardicore, Cymmetria Inc, and others, are attempting to increase market demand by funding R&D initiatives.

Rapid7 offers vulnerability risk management solutions. It provides Rapid Insight, a cloud platform that aids security teams in minimizing vulnerabilities, keeping an eye out for suspicious activity, looking into and stopping assaults, and automating repetitive operations. Additionally, the business offers managed services, support, training, certification, and consultancy for security and product issues. Rapid7 provides services to the energy, financial services, retail, government, and healthcare sectors.

Attivo Networks is working on deception technology that will assess and hasten the reaction to cyberattacks. It provides businesses with auto-correlated analysis and lateral movement tracking for evidence-based alerts, forensic reporting, automatic blocking, and attack quarantining. Its Attivo Deception and Response Platform detect sophisticated intrusions in networks, public and private data centers, and specialized environments such as SCADA, Industrial Control System (ICS), Internet of Things (IoT), and Point of Sale (POS) environments.

Key Companies in the market include

- TrapX Security
- Rapid7 Inc
- Attivo Networks
- Allure Security Technology
- Guardicore

- Cymmetria, Inc
- TopSin Security
- Smokescreen Technologies
- Illusive Networks
- LogRhythm Inc
- vArmour

Deception Technology Industry Developments

April 2020 - TrapX Security released DeceptionGrid 7.0, a threat detection platform. The solution creates and monitors the entire deceptive environment to misguide attackers. This platform plays an important role in effectively protecting an entire network of an organization.

February 2019 - PacketViper launched version 5.0 of its threat-facing deception platform. The latest platform includes an updated user interface to improve user experience and provide fully customizable dashboard capabilities.

Deception Technology Market Segmentation

Deception Technology Deployment Outlook

- Cloud
- On-Premise

Deception Technology Component Outlook

- Service
- Solution

Deception Technology Deception Stack Outlook

- Application Security
- Data Security
- Network Security
- Endpoint Security

Deception Technology End-Users Outlook

- Manufacturing
- Healthcare
- BFSI
- Transportation
- Government
- Retail
- Others

Deception Technology Regional Outlook

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa

- Latin America

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