The rise of increasingly sophisticated threats able to evade signature-based defenses brings rise to a new security market segment, IDC reports-- so-called Specialised Threat Analysis and Protection (STAP).

STAP products predominantly detect malicious activity via signature-less technology (sandboxing, emulation, big data analytics, containerisation). Such solutions are based at the network level or endpoint (or both) and scan both inbound and outbound traffic for anomalies such as botnet and command and control traffic.

The category also includes malware reverse engineering and forensic analysis products.

According to IDC the global STAP solutions market will grow with a CAGR of 42.2% during the 2012-2017 period, with revenues reaching $1.17 billion by 2017.

"Organisations have quickly begun to realize that they need improved protection against targeted attacks," the analyst says. "IDC has seen these solutions become a strategic necessity for many organisations, especially in the financial services and government sectors, with budget being quickly allocated to prioritize deployment."

Go Advanced Threats Will Drive High Growth in New Product Segment (IDC)