

Canalys: Enterprise Security to Top \$22 Billion

Written by Marco Attard
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The global enterprise security market will grow by 8.7% Y-o-Y to reach \$22Bn by 2012 according to Canalys, with the anti-virus (AV) segment remaining one of the strongest in the security industry.



The analyst says AV accounts for 11.3% of the 2011 security industry, and should grow by 6.8% Y-o-Y in 2012. Being the first step in security for most SMBs, AV continues driving revenues for both small and large resellers. In fact, Canalys predicts results in the SMB market will "define vendor leadership," as smaller vendors (such as Kaspersky Lab, Panda Security, F-Secure and AVG) continue gaining strong reputations-- and market share-- within both consumer and SMB markets.

"SMBs are typically looking for base-level protection from online threats, while larger organizations generally have clear security strategies in place," Canalys says.

The analyst also announces its top SMB IT security market trends for 2012-- consumer buying behaviour will dominate SMB security spending, pointing out an opportunity in customer education for resellers (most SMB customers wrongly assume simple AV deployment amounts to full protection). Meanwhile vendors will increasingly sell solutions through online stores, and "freemium" will disrupt the security market even further.

Vendors will also continue integrating more advanced solutions into endpoint security products-- forcing volume resellers to specialise while vendors work more closely with system integrators and PC/enterprise appliance vendors.

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Finally, Security as a Service (SaaS) should attract more SMB customers due to perceived cost savings and security vendors working on new delivery models.

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