



# Accelerating Demand for Digital Risk Protection: A Global Market Perspective

According to the research report “**Digital Risk Protection Market by Offering, Solution Type (Automated Threat Mitigation, Phishing Protection, Incident Response), Security Type, Organization Size, Deployment Mode, Vertical, and Region – Global Forecast to 2028**” published by MarketsandMarkets, the global digital risk protection market is experiencing strong growth. Valued at USD 64.4 billion in 2023, the market is projected to reach USD 157.8 billion by 2028, reflecting a robust CAGR of 19.6%.

This growth is largely driven by the rising frequency and sophistication of cyber threats, prompting organizations to reinforce their cybersecurity posture and adopt advanced protection measures. The proliferation of remote work and the expanding interconnected digital ecosystem have intensified the need for comprehensive digital risk protection solutions. Additionally, the enforcement of stringent regulatory frameworks such as GDPR and other global data protection laws is accelerating the adoption of enhanced cybersecurity capabilities.

In this evolving threat landscape, the digital risk protection market plays a critical role in delivering innovative strategies that defend against a broad spectrum of cyber risks, safeguard digital communication channels, and protect sensitive data.

## Market Dynamics

### Drivers

- Increasing awareness of digital risks and compliance requirements
- Advancements in automation and threat detection technologies
- Growing adoption of cloud environments and remote work models
- Expansion of digital footprints and the overall attack surface

### Restraints

- Technical complexity and implementation challenges
- Ambiguities in cost allocation and pricing structures

### **Opportunities**

- Continued innovation driven by AI and automation
- Growth potential in emerging markets

According to market research, you can [Download the PDF](#) to explore detailed business opportunities.

### **Deployment Mode Insights : Cloud Deployment Expected to Record Highest Growth**

The cloud deployment segment is anticipated to exhibit the highest growth rate during the forecast period. Cloud-based digital risk protection solutions provide scalability, agility, and centralized management—capabilities that align closely with evolving enterprise security requirements.

The acceleration of remote work and the widespread reliance on cloud services are further strengthening demand for cloud-native digital risk protection technologies. As organizations increasingly prioritize efficiency and adaptability in their cybersecurity strategies, the cloud segment is poised to remain a key driver of market expansion.

### **Organization Size Insights : SMEs Projected to Grow at the Fastest CAGR**

Small and Medium-sized Enterprises (SMEs) are expected to demonstrate the highest CAGR throughout the forecast period. This growth is underpinned by rising awareness among SMEs of the need to fortify their digital defenses amid escalating cyber threats. SMEs are increasingly seeking tailored and scalable security solutions that address their unique operational challenges. As cost-effective and flexible digital risk protection offerings become more accessible, the SME segment is primed for accelerated adoption and sustained growth.

Unlock insights that drive business success download the [Sample Report](#) now.

### **Top Leading Digital Risk Protection Providers**

- Microsoft (US)
- Cisco (US)
- Broadcom (US)
- Kaspersky (Russia)
- Trend Micro (Japan)
- Palo Alto Networks (US)

- Rapid7 (US)
- Proofpoint (US)
- Fortinet (US)
- RSA Security (US)

### **Regional Insights : Europe Expected to Witness Significant Growth**

Europe is projected to register substantial growth in the digital risk protection market over the forecast period. As a prominent hub of technology innovation, the region is experiencing heightened emphasis on digital security to counter increasingly sophisticated cyber threats.

With organizations across Europe expanding their digital operations and communication platforms, the associated cybersecurity risks continue to rise—driving the need for comprehensive protection solutions. Furthermore, government-led initiatives aimed at strengthening cybersecurity resilience and promoting industry-wide awareness are contributing to the region's rapid market expansion.

Overall, Europe remains a key growth region, with enterprises actively investing in advanced digital risk protection strategies to secure their digital assets and ensure compliance with evolving regulatory requirements.

### **About MarketsandMarkets™**

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