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High usage of internet usage coupled with the presence of abundant cyber threat prone devices in India is the primary source to catalyze growth in the security software market. Currently, the market is estimated to hover around INR 8.4 bn and is expected to achieve a CAGR of 15.3% to reach a market value of INR 12.8 bn by 2014. With the ongoing rate of mass computerization, security software products and solutions are expected to experience a tremendous demand which will fuel growth in the security software market.

http://www.bharatbook.com/market-research-reports/information-technology-market-research-report/security-software-market-india-2011.html

The report commences with an overview of the overall market in India, listing of key reasons for growth and the current competitive landscape in the market, the section also depicts the market size and growth figures of security software in India, thereby giving a clear picture of the current and future market scenario. Moving along, the report explains the various available categories of security software and also highlights the usage of the most crucial security products for a deeper understanding.

Types of Cyber Attacks section in the report comprises of a list of the most popular cyber attacks, wherein it explains all the mentioned attacks thoroughly and lists any relevant real life case of the particular type of attack. This report also features a section on the various possible preventive measures which can be followed in order to maintain a proper IT security framework. It talks about the various steps and initiatives individuals or even organizations can adhere to, so as to stay protected and up to date with the latest cyber threats.

An analysis of the Drivers and Challenges explains the major factors pushing the market including rapid computerization, abundant presence of smart handheld devices, increased internet usage, frequent usage of storage peripherals, rapidly growing e-Commerce, rising cyber attacks, increased security awareness and the Government initiatives, whereas the threats identified for the market include free of cost availability of pirated softwares and tendency to avoid software upgrades.Market Report

For more information kindly visit :

Security Software Market India 2011

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