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IoT Cybersecurity Intelligence Service

Part of the Cybersecurity Service Area Package

Complete coverage of the hardware, software, services, and solutions that help protect IoT and OT devices and their data.

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" **Vulnerable IoT devices can cause serious risk. As IoT adoption and use cases grow rapidly, it's vital devices are secured throughout their entire lifecycle, from manufacturing through to decommissioning.**
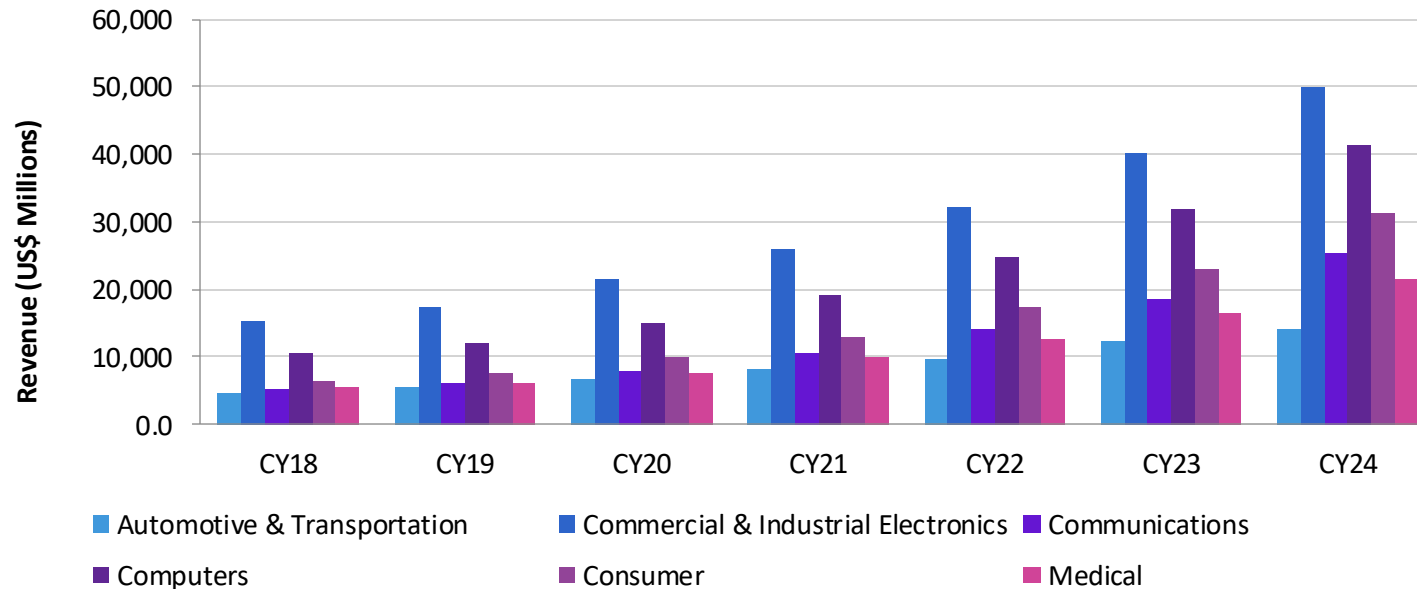
Hollie Hennessy
Senior Analyst

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Complete coverage of the hardware, software, and supporting services that help protect IoT and OT devices and their data

Vertical Market Segmentation

- Size the markets for potential growth areas throughout the IoT cybersecurity landscape
- Identify the various services and solutions being offered in the IoT security arena
- Gain insights into the challenges and opportunities IoT security presents
- Leverage surveys and forecasts to better understand this segment and its customers

KEY QUESTIONS ADDRESSED

- What are the demands for IoT security with regards to specific information domains such as the endpoint, network, and cloud?
- What specific technologies and solutions are being developed to address the growing cybersecurity challenges within the IoT?
- How is the demand for IoT security playing out within different regional markets?
- What vertical market applications are seeing the greatest increase in IoT security adoption?

Chart: Revenue (US$ Millions) by vertical market, CY18–CY24. Legend: Automotive & Transportation, Commercial & Industrial Electronics, Communications, Computers, Consumer, Medical.

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IoT Cybersecurity: Our Expert Analysts

Hollie Hennessy

Ser Analyst

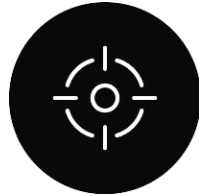**IoT Cybersecurity**

Rik Turner

Senior Principal Analyst

Emerging Cybersecurity

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IoT Cybersecurity: Market Tracker
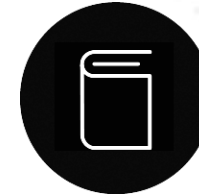
MARKET TRACKERS
-- Biannual--
Worldwide and regional market size and share information, historic and forecasted through 2028

SURVEYS
-- Annual --
In-depth interviews with technology buyers about their purchasing plans, drivers, challenges, etc.

REPORTS
-- Annual --
Vertical case studies and market briefs

ANALYST INSIGHTS
-- Ongoing --
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more

PRESENTATIONS
-- Quarterly --
Scheduled briefings with analysts on research highlights from all aspects of the market

ANALYST ACCESS
-- Ongoing --
For prompt responses to urgent and unique questions

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IoT Cybersecurity: Market Tracker

IoT Cybersecurity Market Tracker

Coverage of the wide range of products and services that are used to bring security solutions like threat detection and mitigation to the IoT realm. Companion Report is provided alongside the market tracker to deliver greater context, analysis, and insight by providing in-depth examination of market trends, segmented by technology and IoT vertical, including high-level vendor analysis

DETAILS

Frequency: Biannual

Measures
- Revenues
- 5 Year Forecasts
- Market Shares

Regions
- Worldwide
- Americas
- Europe
- Middle East & Africa
- Asia & Oceania

COVERAGE

Domains
- Endpoint Security
- Network Security
- Cloud Security
- Hybrid Security

Vertical Markets
- Automotive & transportation
- Communications
- Enterprise
- Consumer
- Commercial & industrial electronics
- Medical

TECHNOLOGY SEGMENTATION

Device Security
- RoT
- Application Security
- Embedded Security to enhance data security coverage
- Updates/Firmware

Identity, Authentication & Access
- Access Control
- Authentication
- Authorization
- Identification

Data Security
- Confidentiality
- Integrity
- Availability
- PKI
- Encryption

Infrastructure Security
- Firewalls
- NGFW
- UTM
- WAF
- IDPS
- Anti-Malware
- DDos Mitigation
- Advanced Threat
- Data Loss Prevention
- Penetration Testing
- Secure Web Gateway

Security Operations
- EDR
- Management
- Monitoring
- Orchestration & Automation
- SIEM
- Analytics
- GRC
- Consulting
- Incident Response
- Forensics
- Threat Intelligence

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IoT Cybersecurity: Market Tracker (cont)

IoT Cybersecurity Market Tracker

Coverage of the wide range of products and services that are used to bring security solutions like threat detection and mitigation to the IoT realm

Companion Report is provided alongside the market tracker to deliver greater context, analysis, and insight by providing in-depth examination of market trends, segmented by technology and IoT vertical, including high-level vendor analysis

VERTICAL MARKETS (only major vertical markets tracked in bold)

Automotive & transportation
- Aerospace & Military
- Automotive – ADAS and others
- Automotive – other
- Infotainment

Communications
- Backbone
- Consumer CPE
- Enterprise CPE
- Licensed mobile radio infrastructure
- Mobile handset infrastructure

Enterprise
- Desktop PCs
- Portable PCs
- Servers
- Mobile handset infrastructure

Consumer
- Home appliances
- Home automation
- Computer electronics
- PC peripherals
- Portable CE
- Sports and fitness
- Other consumer

Commercial and industrial electronics
- Commercial electronics
- Industrial automation
- Fixed assets
- Mobile assets
- Lighting
- Power and energy
- Security and building automation
- Other

Medical
- Consumer medical
- Clinical devices

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IoT Cybersecurity: Vendor Benchmarking & Reports

Comparative Research – Market Radars

Market Radar: Security Operations for Industrial IoT (IIoT) (4Q22)

Market Radar: OT Cybersecurity Platforms and Services (4Q24)

Market Radars enable you to compare and evaluate vendors by solution, performance, maturity, breadth of proposition and more. Make better choices with our expert insights.

Market Landscape

Both Market Radar and Market Landscapes cover emerging and transformative technologies.

A Market Landscape is an overview of a market and the players within the space. It explores the different factors that will affect a market's evolution, and the strengths and weaknesses of key vendors in the market as well as opportunities to differentiate. This report type does not provide head-to-head vendor comparisons, making it different from Omdia's Market Radar vendor assessment reports, but does feature vendor snapshot profiles that highlight each vendor's key capabilities.

Market Landscape: Embedded Security (1Q24)

Market Landscape: Automotive Cybersecurity (2Q24)

Annual Reports

Analyst reports – Research themes looked at in 2022 and 2023 include:
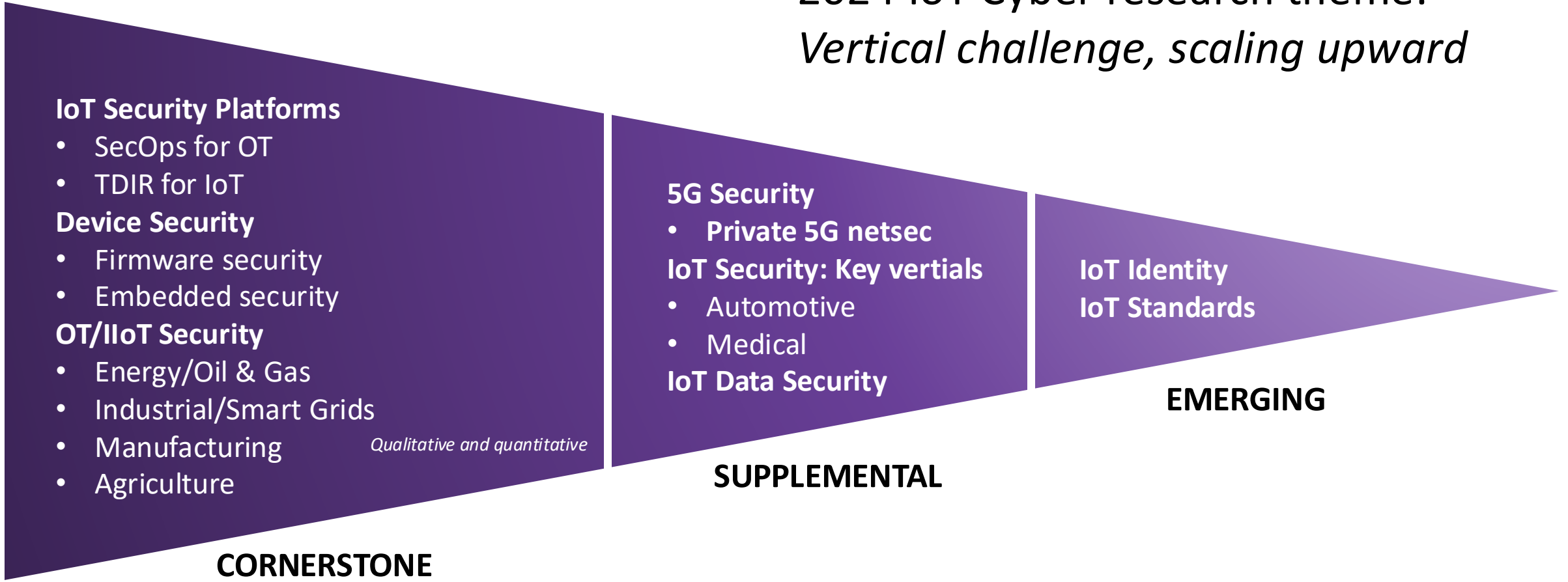
Report Titles: (subject to change)

- 2022 Trends to Watch: IoT Cybersecurity (Q4 2021)

- Fundamentals of Security Operations Solutions for Operational Technology and the Industrial Internet of Things (Q2 2022)

- 2023 Trends to Watch: IoT Cybersecurity (Q4 2022)

- Technology Analysis: Automotive Cybersecurity (Q1 2023)

- Fundamentals of Embedded Security for IoT (Q2 2023)

- 2024 Trends to Watch: IoT Cybersecurity (Q4 2023)

- Cybersecurity Decision-Maker Survey 2023: IoT Cybersecurity (1Q24)

- Cybersecurity Decision-Maker Survey 2024: IoT Cybersecurity (3Q24)

- 2025 Trends to Watch: IoT Cybersecurity (3Q24)

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IoT Cybersecurity research coverage, 2024

IoT Cyber Research Strategy

2024 IoT Cyber research theme:
Vertical challenge, scaling upward

IoT Security Platforms
- SecOps for OT
- TDIR for IoT

Device Security
- Firmware security
- Embedded security

OT/IIoT Security
- Energy/Oil & Gas
- Industrial/Smart Grids
- Manufacturing
- Agriculture

Qualitative and quantitative

CORNERSTONE

5G Security
- **Private 5G netsec**

IoT Security: Key vertials
- Automotive
- Medical

IoT Data Security

SUPPLEMENTAL

IoT Identity
IoT Standards

EMERGING

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2024 Research Agenda

| Quarter	Topic
Q1 2024	**Market Landscape: Embedded Security** IoT Cybersecurity includes security by design, as well as secure management and operation of devices in field. A key element of security by design is the security embedded into the device itself. This report will look at the key security requirements expected from semiconductor vendors, exploring offerings from major players in the space.
Q2 2024	**Market Landscape: Automotive Cybersecurity** Following on from our technology analysis in 2023 this market landscape will detailing offerings, strategies and approaches from key vendors in automotive cybersecurity. Technologies across the entire automotive lifecycle (development, production and post-production) will be covered, spanning a variety of technologies from embedded protection, security services to visibility, detection and response.
Q3 2024	**2025 Trends to Watch:** Each year, Omdia analysts present the trends that will define the coming year. 2024 is no exception, as we learn from the present year to define for clients the topics and technologies that will dominate conversations and news in 2025.
Q4 2024	**Market Radar: OT Cybersecurity Platforms and Services** Compared to the IT world, OT cybersecurity is less mature – with many organizations at the start of their cybersecurity journey. The market is specialised, with little in the way of IT tooling relevant in the OT environment. The complexity of the challenge, paired with the maturity level, has also created a strong market for OT security services . Thus, Omdia's comparative research in the OT security space will be expanded in 2024 to cover both OT cybersecurity tooling and services. Each vendor and service provider will be evaluated against Omdia's defined criteria, resulting in leaders, challengers and specialists.
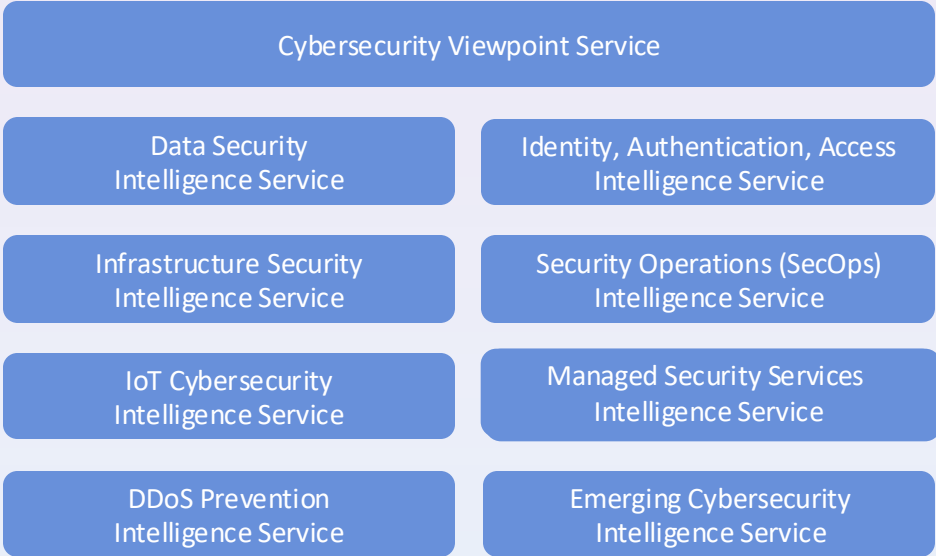
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Omdia Cybersecurity Ecosystem
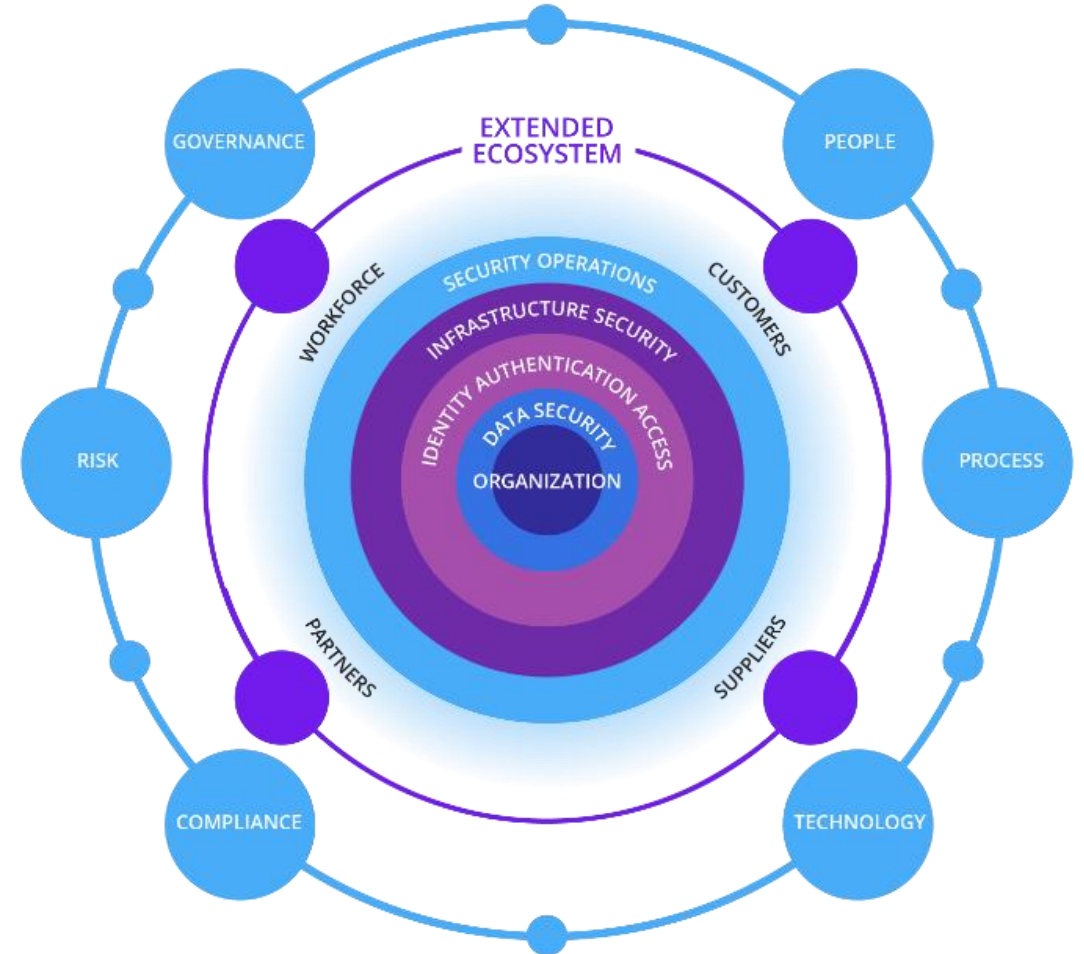
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