

Data and Identity Security Intelligence Service

Understand end-user intent and the evolving vendor landscape with in-depth data security and identity security insights.

Key Questions Answered

- Why are data and identity security converging in a single platform?
- How are data and identity security ecosystems evolving with the rise of agentic AI?
- Who are the leaders and disruptors in data security and identity management?
- How do data security posture management solutions stack up against one another?
- How non-human identities impact cybersecurity requirements?
- What needed capabilities are underrepresented in the marketplace?

What We Offer

- Specialized qualitative and detailed quantitative market coverage for technical and high-level business strategies
- Customer-centric, cybersecurity experts with 10+ years of industry experience and multidisciplinary expertise in engineering and strategic analysis
- Strategic mindset for insightful cybersecurity intelligence
- Best-in-class "Ask an Analyst" service bringing direct access to experts



Adam Strange
Principal Analyst
Data Security



Don Tait
Senior Analyst
Identity Security

SPEAK WITH OUR EXPERTS

Delivering overarching market insights on data security and identity security

Key Deliverables



Market Trackers

Biannual worldwide and regional market size and share data, with historic information and forecasts 5 years ahead. Covers data security and identity security technologies.



Reports

Annual market and technical trend analysis with in-depth buyer surveys. Includes vendor benchmarking across key technology domains, focusing on purchasing plans, drivers, and challenges.



Briefings

Biannual analyst briefings with research highlights from all market aspects.



Analyst Insights and Access

Ongoing commentary on market shifts and technology developments. Expert analyst support for urgent questions.

Scope of Research

Coverage

- Regions covered include North America, Latin America and Caribbean, W. Europe, E. Europe, Middle East and Africa, Central and Southern Asia, Oceania, Eastern and South-Eastern Asia
- Product types include data security (discovery, governance, protection) and identity security (authentication, IDaaS, IGA, traditional IAM, PAM)
- Measures include revenues (\$M), historic data from 2018, forecasts to 2028, vendor market shares

Main segments covered

Authentication (including 2FA/MFA, API authentication, SSO) , Identity-as-a-Service (IDaaS) , Identity Governance Administration (IGA) , Traditional IAM , Privilege Access Management , Data Security Posture Management (DSPM), Ransomware analysis , Data privacy legislation, Data erasure.

[VIEW CONTENT](#)



Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together “Informa TechTarget”) or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.