

Businesses Drive Mobile Security Demand

Written by Marco Attard
11 August 2011

The mobile device security software market will reach \$3.7Bn by 2016, according to Juniper Research-- with enterprise and business sales accounting for 69% of the market.



Juniper says businesses are spending more on mobile security applications, particularly since enterprise users are "in the front line against security breaches," Juniper says.

Currently less than 1 in 20 smartphones and tablets carry some form of 3rd party security software.

Recent high-profile security events-- such as the UK's "News of the World" hacking scandal-- are also increasing the public's awareness when it comes to mobile device vulnerability.

The analyst predicts mobile security products will enter the mainstream by late 2013, and the number of mobile devices carrying some form of protection will total 277M by 2016.

Go [Mobile Security Opportunities](#)