

Market Summary Report

Cybersecurity

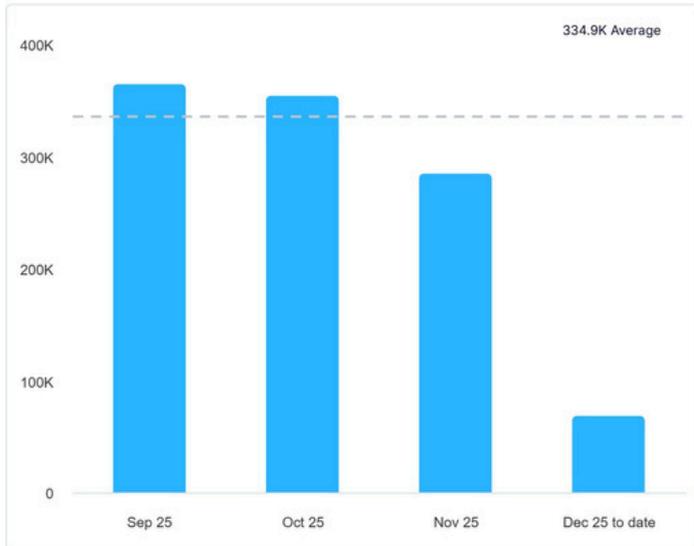


Executive Summary

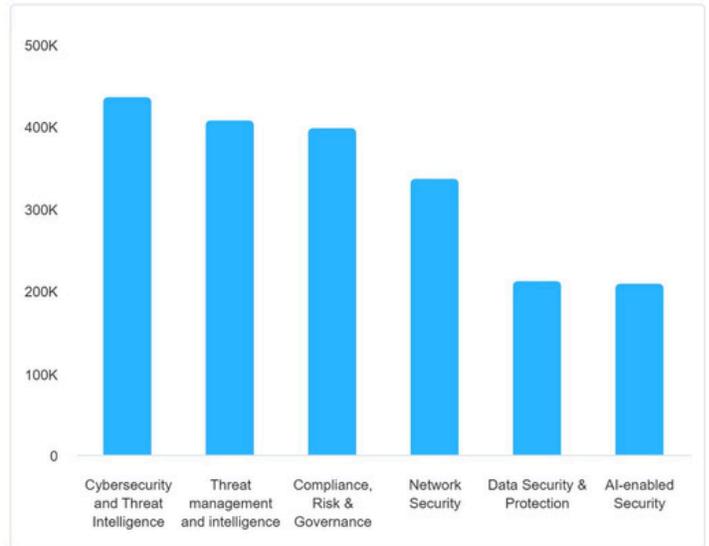
Key Metrics



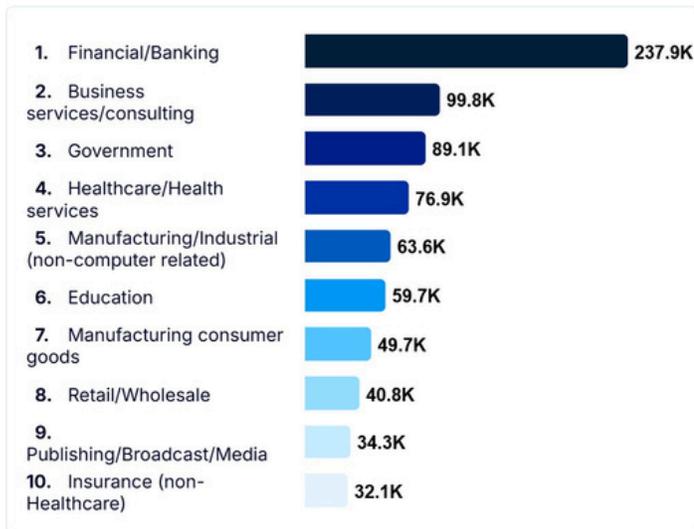
Buyer Activity Over Last 90 Days



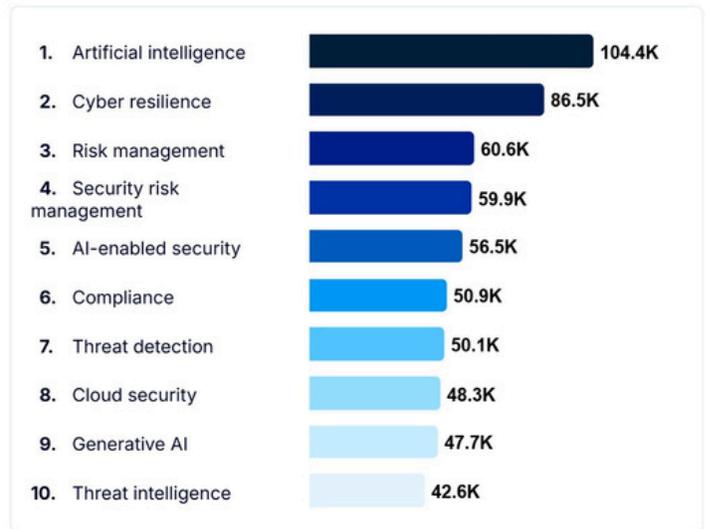
Most Active Submarkets by Activity



Buyer Activity By Industry



Topics Driving the Most Buyer Activity

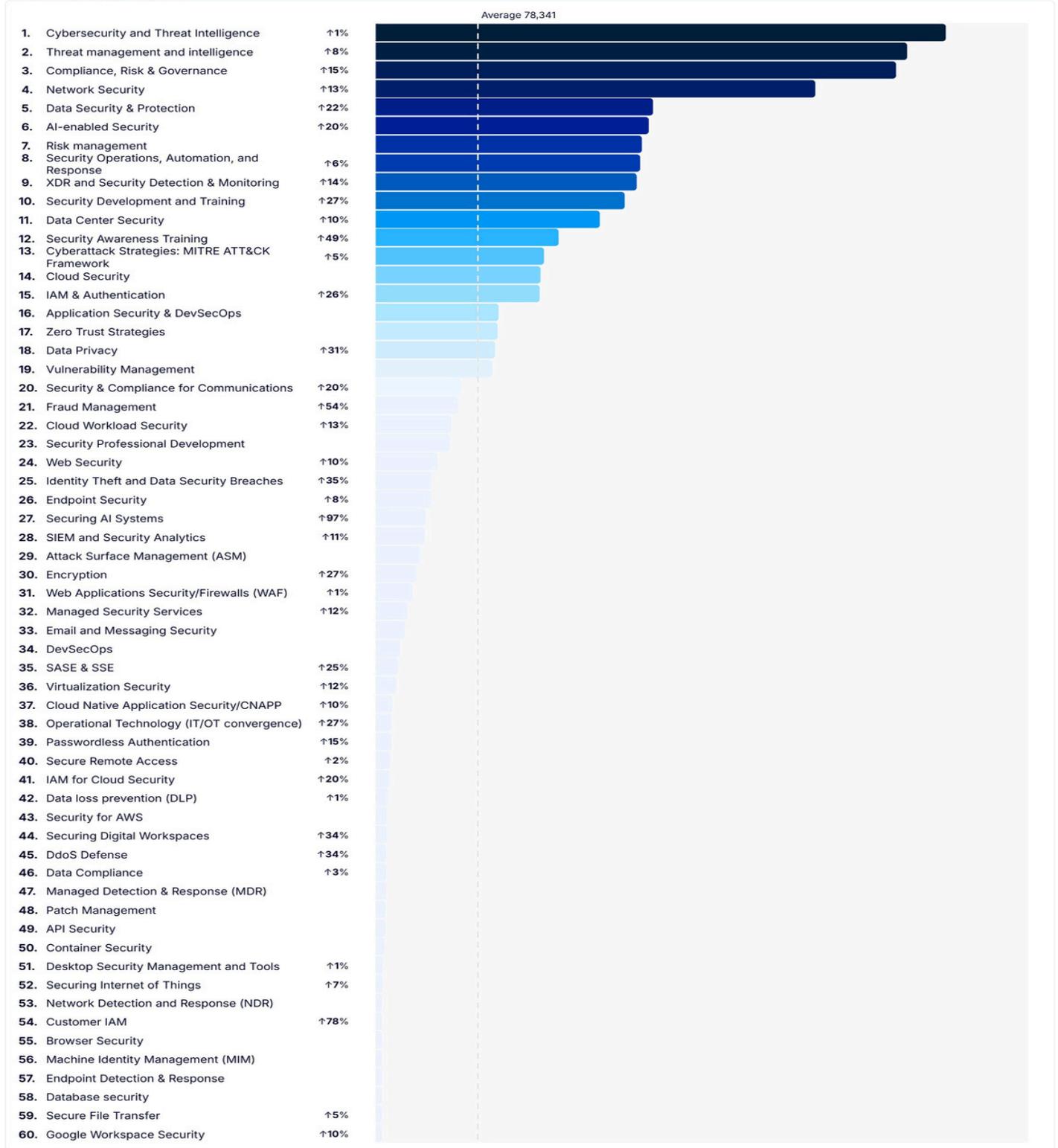


Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Cybersecurity; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 85,268 Accounts; Timeframe = 9/8/25 - 12/6/25;

Submarket Activity

Total Market Activity = 991,930

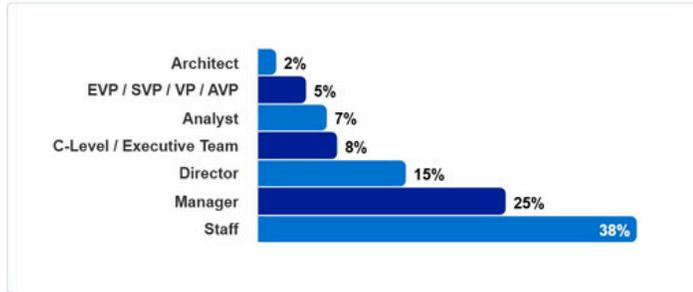


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Buyer Profile

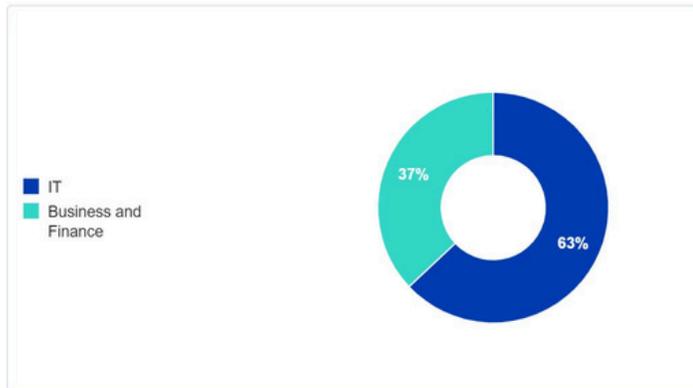
Research Activity by Seniority



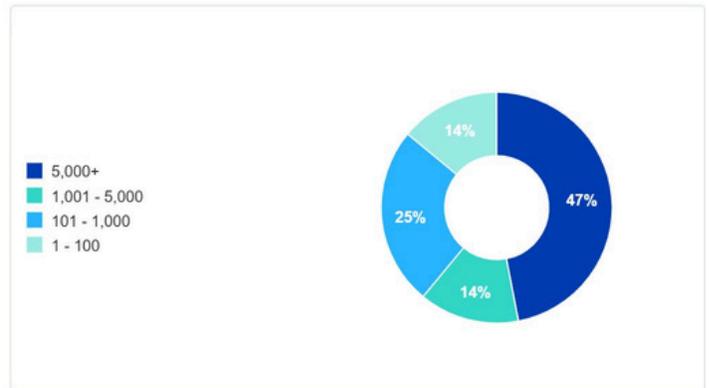
Research Activity by Region



Research Activity by Job Function Category



Research Activity by Number of Employees



Most Active Job Functions

Name	Percent Change
1. Security Systems	↑ 7%
2. IT Systems management	↑ 10%
3. IT Infrastructure and Cloud Operations	↓ 1%
4. Other Business Professionals	↑ 8%
5. Finance / Accounting	↑ 27%
6. Application / Software Development	↓ 10%
7. Operations (Non-IT)	↑ 30%
8. Consultant	↑ 7%
9. Legal / Compliance	↑ 31%
10. Chief Information Officer	↑ 71%

Most Active Industries

Name	Percent Change
1. Financial/Banking	↑ 25%
2. Business services/consulting	↑ 10%
3. Government	↓ 18%
4. Healthcare/Health services	↑ 18%
5. Manufacturing/Industrial (non-computer related)	↑ 8%
6. Education	↑ 4%
7. Manufacturing consumer goods	↑ 13%
8. Retail/Wholesale	↑ 9%
9. Publishing/Broadcast/Media	↓ 4%
10. Insurance (non-Healthcare)	↑ 18%

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Topics

Most Researched Topics

1. Artificial intelligence	21. Security operations
2. Cyber resilience	22. Security operations center (SOC)
3. Risk management	23. Agentic AI
4. Security risk management	24. Fraud
5. AI-enabled security	25. Malware
6. Compliance	26. Network security
7. Threat detection	27. Endpoint security
8. Cloud security	28. AI agent
9. Generative AI	29. Application security
10. Threat intelligence	30. Social engineering attack
11. Data security	31. Risk mitigation
12. Identity & access management (IAM)	32. IT cost management
13. Regulatory compliance	33. Vulnerability management
14. Security automation	34. Sensitive & secret data
15. Security vulnerabilities	35. AI/ML models
16. Phishing	36. Data breach
17. Ransomware	37. Zero-trust model
18. Security certifications	38. Threat detection & response
19. Security incident management	39. AI-enabled threats & attacks
20. Incident response	40. Security awareness training

Trending Topics

1. Application virtualization	+2393%
2. Application migration	+1934%
3. AI security measures & tools	+1141%
4. Social media security	+917%
5. Electronic health records	+757%
6. Data intelligence	+701%
7. Production environment	+695%
8. Virtual machines	+629%
9. AI customer service agent	+613%
10. Fleet management	+609%
11. Password managers	+570%
12. Device security	+553%
13. OS management	+548%
14. EHR systems	+536%
15. Purchasing & procurement	+513%
16. Large language model (LLM) security	+466%
17. AI-enabled threats & attacks	+453%
18. Behavioral healthcare	+449%
19. Data audit & monitoring	+446%
20. AI-powered threat detection	+439%

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Content

Key Metrics

<p>TOTAL EDITORIAL ARTICLES READ</p> <p>8,676 ↓ 5%</p>	<p>TOTAL VENDOR PDFs DOWNLOADED</p> <p>2,782 ↑ 5%</p>	<p>TOTAL WEBINARS VIEWED</p> <p>8,753 ↓ 4%</p>
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Top Expert Features, Tutorials, and Tips 📌

1. Insider threats: How health systems can stop EHR snooping
2. Ethical considerations of agentic AI and how to navigate them
3. 3 enterprise AI horror stories for CISOs from 2025
4. 15 common network protocols and their functions explained
5. SolarWinds hack explained: Everything you need to know
6. Top 7 password hygiene tips and best practices
7. 8 data backup strategies and best practices you need to know
8. 10 remote work cybersecurity risks and how to prevent them
9. An introduction to AWS IAM and security best practices
10. How AI governance manages risk at scale for enterprises

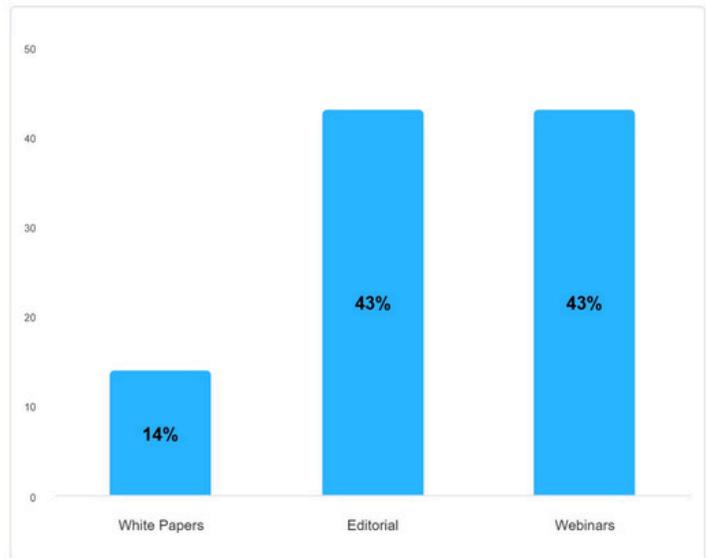
Top Vendor PDFs and White Papers 📌

1. Cyber Recon: My Life in Cyber Espionage and Ransomware Negotiation (\$28.00 Value) FREE for a Limited Time
2. Essential Windows Run Commands You Should Know
3. 4 key steps to prepare for post-quantum cryptography
4. Securing the Endpoint: How Dell Helps Balancing AI Adoption with Cyber Resilience
5. AI-driven SecOps: Transforming Financial Services Security
6. 2025 Bad Bot Report The Rapid Rise of Bots and the Unseen Risk for Business
7. Securing Retail's Digital Edge: How SASE protects trust and drives competitive advantage
8. Secure Enterprise Browsing Starts With Chrome Enterprise
9. Server Lifecycle Approach Lowers Risk, Raises App Performance
10. The Family Medical Leave Act (FMLA) Employer Handbook

Top Webinars and Videos 📌

1. Stolen Checks: A Journey Interrupted
2. Catching Phish: Can You Spot The Malicious Sites?
3. Price of Our Stolen Identities on the Dark Web
4. From Shield to Spear: How AI is Reshaping Cyber Defense and Offense
5. The Top 25 Security Predictions for 2025
6. The New Fraud Era: Virtual Kidnapping, Deepfakes & Tech-Enabled Scams
7. The Road Ahead: Top Five Cybersecurity Predictions for 2026
8. Lessons from Business Fraud: Red Flags & Empowering Teams to Speak Up
9. Elder Financial Exploitation: Trends and Typologies
10. Security Industry 101: What Every Newcomer Needs to Know

Content Mix: Assets Consumed by Type



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Vendors Influencing

Key Metrics

TOTAL VENDORS INFLUENCING 683 ↓ 2%	UNIQUE VENDOR ASSETS CONSUMED 11,512 ↓ 2%	ACTIVITY ON VENDOR CONTENT 377,050 ↑ 21%
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Trending Influencers ⓘ

This list highlights some vendors that are currently popular with buyers. For each vendor, learn what specific topics are being researched by potential customers (what they're interested in learning about) and which topics are capturing their attention.

Red Hat Trending Topic Areas <ul style="list-style-type: none"> Security risk management Open source software Virtual machines Application performance mgmt Multicloud Application virtualization 	Radware Trending Topic Areas <ul style="list-style-type: none"> AI-enabled threats & attacks AI agent DDoS Security operations center (SOC) Security vulnerabilities AI-enabled security
Rapid7 Trending Topic Areas <ul style="list-style-type: none"> AI-enabled security Cyber resilience Managed detection & response (MDR) Malware Social engineering attack Threat detection 	CyberArk Software, Inc Trending Topic Areas <ul style="list-style-type: none"> Identity governance Privileged access management (PAM) Identity management Security automation Compliance Sensitive & secret data
Qualys Trending Topic Areas <ul style="list-style-type: none"> Security risk management Security operations Security metrics Cyber resilience Security costs Agentic AI 	Dell Trending Topic Areas <ul style="list-style-type: none"> Cyber resilience Endpoint security AI PC Zero-trust access Threat detection Security frameworks
Palo Alto Networks Trending Topic Areas <ul style="list-style-type: none"> Security operations center (SOC) Artificial intelligence AI-enabled security Cloud security Cloud native apps Security operations 	Google Cloud Trending Topic Areas <ul style="list-style-type: none"> Threat intelligence AI-enabled security Security operations center (SOC) Ransomware Threat hunting Security operations
Akamai Trending Topic Areas <ul style="list-style-type: none"> Large language model (LLM) Artificial intelligence AI-enabled security Microsegmentation Prompt injection attack Threat detection 	Thales Trending Topic Areas <ul style="list-style-type: none"> Data security Artificial intelligence Identity & access management (IAM) Data Security Posture Management (DSPM) AI-enabled security Quantum computing

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About Intent Data and Market Monitor

The data in this report is powered by Informa TechTarget's Market Monitor. Market Monitor is an online market intelligence application that provides access to purchase intent trends and buyer behavioral insights across 240+ technology submarkets. Informa TechTarget monitors buyer intent data from the millions of daily activities of in-market organizations who conduct B2B tech research using buy-cycle content on our gated sites, as well as vendor resources and content. Activities include editorial page views across the Informa TechTarget network, downloads of sponsored vendor white papers and PDF assets, video, and webinar views on Informa TechTarget's BrightTALK, and page views of vendor resources and content. Percent change shown throughout the data sets represents a comparison of the selected timeframe to the previous timeframe of the same length.

Not all intent data is created equal—much of what other intent sources provide comes from third-party cookies tied to content that is unrelated to B2B tech purchasing. Informa TechTarget removes data that doesn't provide the strongest, most relevant signals of purchase intent. Thousands of technology vendors rely on and trust the active intelligence and insights from Informa TechTarget.

How to Leverage Our Intent Data

Intent data can help you understand which types of accounts and personas are in market, which vendors they're engaging with, what content they're consuming, and which topics are trending. These analytics, in conjunction with Informa TechTarget's analyst-led research, can help you validate and optimize go-to-market strategies, improve positioning and targeting, better align internal teams, and manage change in real time.

How to Source

All citations must include the following attribution. For market, submarkets, and other filters, please use the sourcing provided at the bottom of each interior page of this report.

Informa TechTarget Buyer Intent Data, Market, Submarket(s), filter(s), timeframe

How to Customize This Report

This point-in-time report is based on aggregated purchase-intent data from a predetermined demographic of in-market buyers conducting research on the technology market(s) described within. You can dig deeper with the Market Monitor feature within the Informa TechTarget Portal by selecting your own custom filters—including Market, Submarket, Region, Employee Count, and Timeframe—in order to analyze specific segments of buyer behavior.

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI. With unique insight into the tech market, we offer expert-led, data-driven, digitally enabled services for measurable impact. Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on LinkedIn.

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