Turkey's Security Solutions Market Poised to Reach $355 Million in 2025

Istanbul – Turkey's security solutions market is forecast to grow steadily over the coming years, increasing from $247.43 million in 2020 to $344.89 million in 2025. That's according to the latest research conducted by International Data Corporation (IDC) as part of its recently released "Turkey Security Solutions 2021–2025 Forecast and 2020 Market Analysis" report.

The security software segment continued to grow at a healthy rate of 6.4% year on year in 2020 to reach $106.97 million, accounting for the largest share of the overall security solutions market's value at 43.2%. The second-largest segment in 2020 was IT security services, with a market value of $73.19 million for 29.6% share. The security appliance segment rounded out the top three with a value share of 27.2%.

In terms of vendor performance, Fortinet enjoyed strong year-on-year growth to maintain its lead of Turkey's security solutions market in 2020 with 14.9% share of overall software and appliance revenue. In the systems integrator space, Turk Telekom managed to reach top spot for the first time after recording $12.74 million in security services revenues for the year.

"The massive shift to remote working brought about by the COVID-19 pandemic has put IT security under tremendous pressure," says Yesim Arac Ozturk, a research manager for IT security at IDC. "After enabling remote working, organizations prioritized the strengthening of their security postures. As a result, organizations across Turkey plan to strengthen their IT infrastructure security, augment data privacy and data security, and enhance security in their applications development environments."
IDC's report highlights that CISOs in Turkey are having to deal with increased infrastructure complexity, sophisticated cyberattacks, hybrid IT environments, a lack of visibility across applications, devices, and users, the use of multiple management dashboards, and an ever-increasing security resources gap.

"Half the respondents to a recent CISO survey conducted by IDC in Turkey said that they are aiming to modernize their IT infrastructure over the next 12 months using a 'zero trust' approach," says Ozturk. "Applications security and cloud security initiatives stand out as the top security technology areas in terms of investment. However, budget constraints and a lack of security talent continue to present challenges to cybersecurity in the country."

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