

DIGITAL & TRENDS

# Artificial intelligence (AI) in cybersecurity

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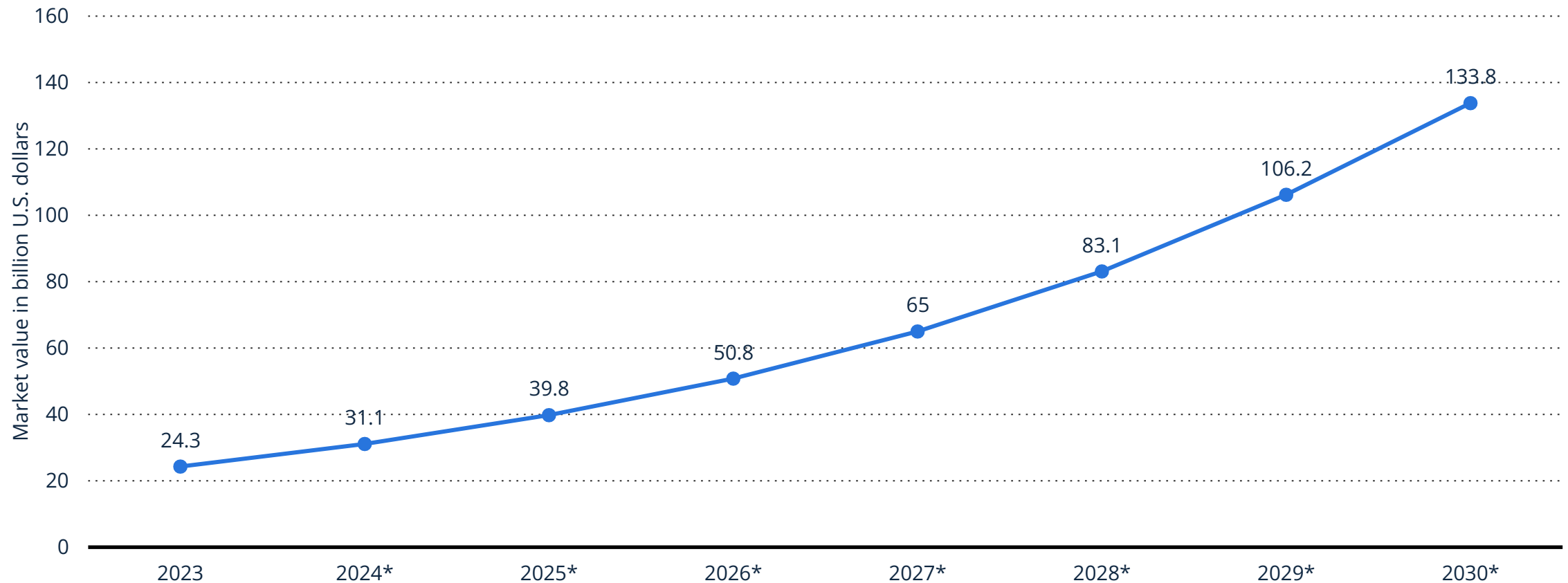
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CHAPTER 01

# Overview

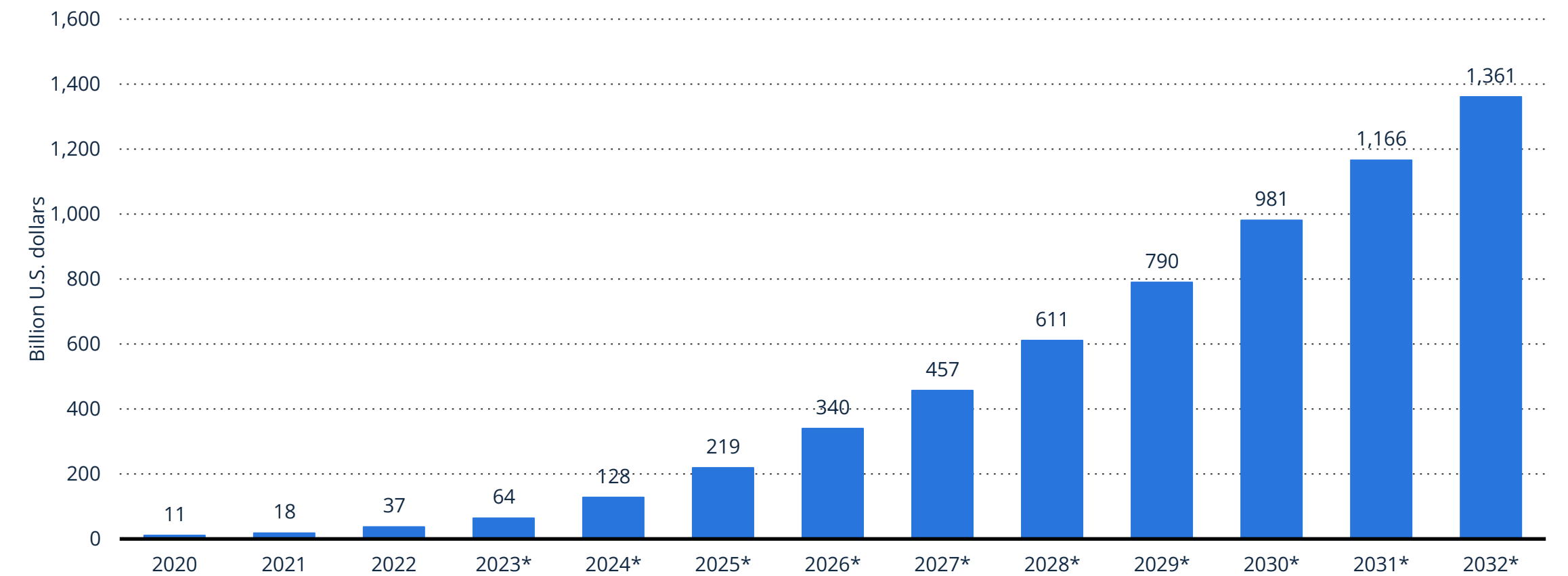
# Value of the artificial intelligence (AI) cybersecurity market worldwide from 2023 to 2030 (in billion U.S. dollars)

Value of the AI cybersecurity market worldwide 2023-2030



# Generative artificial intelligence (AI) revenue worldwide from 2020 with forecast until 2032 (in billion U.S. dollars)

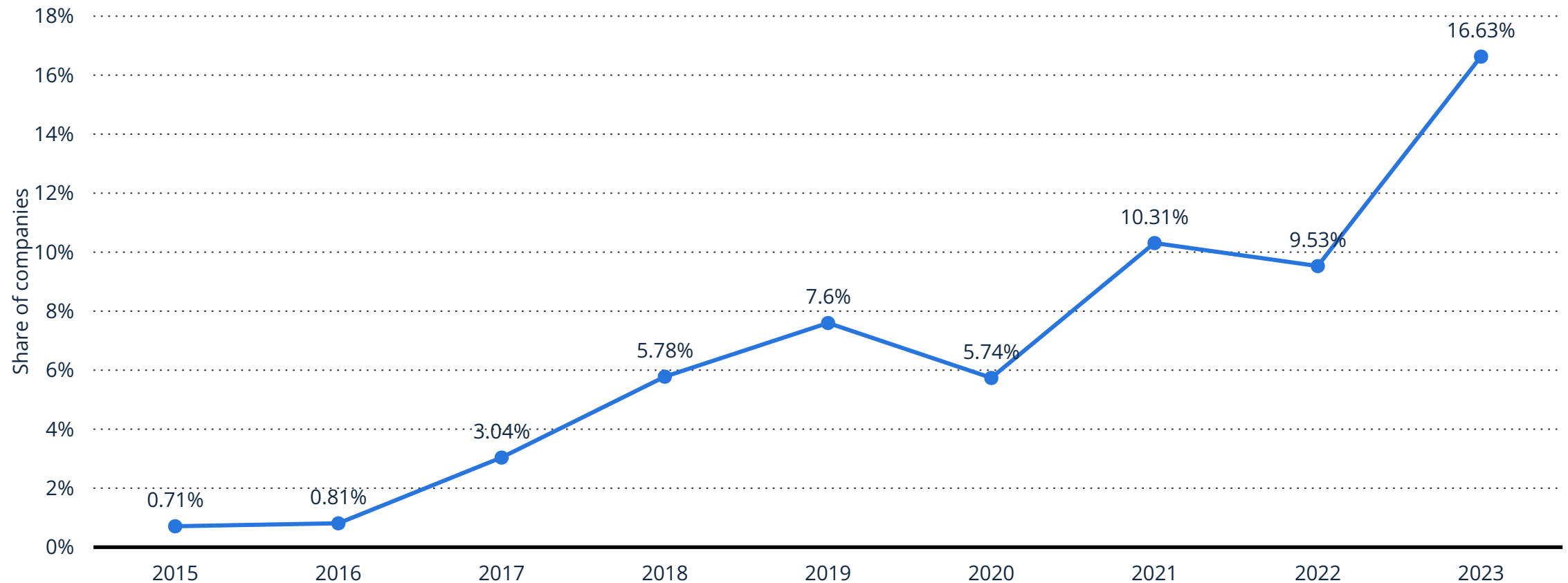
Worldwide generative AI revenue 2020-2032



4 **Description:** The generative artificial intelligence (AI) market is expected to rise significantly, from 11 billion U.S. dollars in 2020 to nearly 128 billion U.S. dollars in 2024 and more than 1.3 trillion U.S. dollars in 2032. This is due to an explosion of generative AI tools in recent years such as Bard by Google, ChatGPT by OpenAI, and Midjourney by Midjourney, Inc. [Read more](#)  
**Note(s):** Worldwide; 2023; \*Forecast [Read more](#)  
**Source(s):** Bloomberg

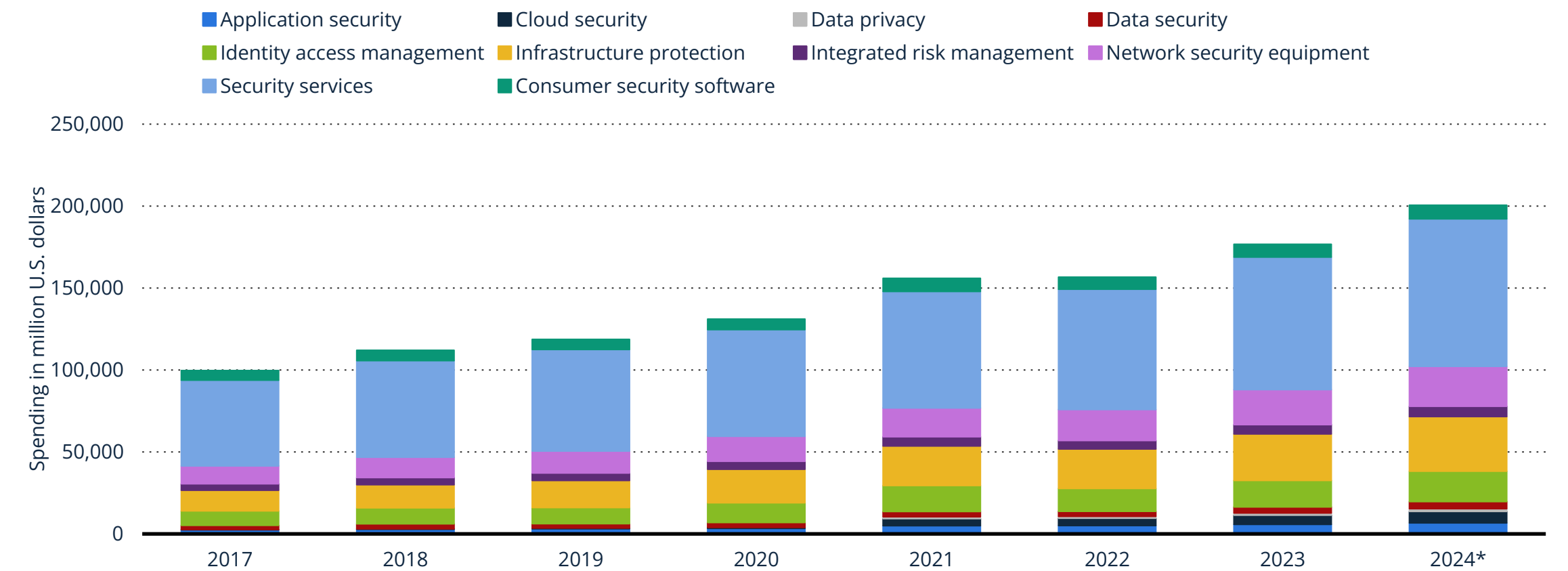
# Artificial intelligence (AI) market interest growth 2015 to 2023, by share of companies

Growth of market interest in AI globally 2015-2023, by share of companies



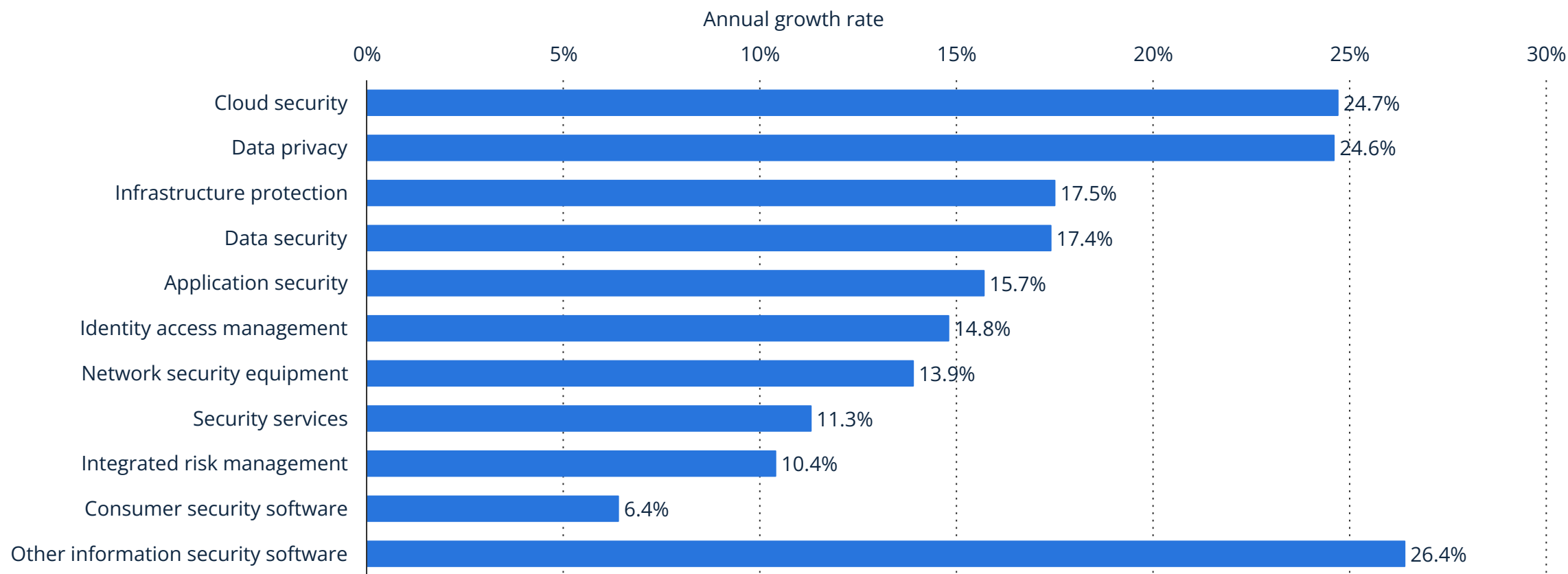
# Information security spending worldwide from 2017 to 2024, by segment (in million U.S. dollars)

Total spending on global information security market 2017-2024, by segment



# IT security spending growth rate worldwide in 2024, by segment

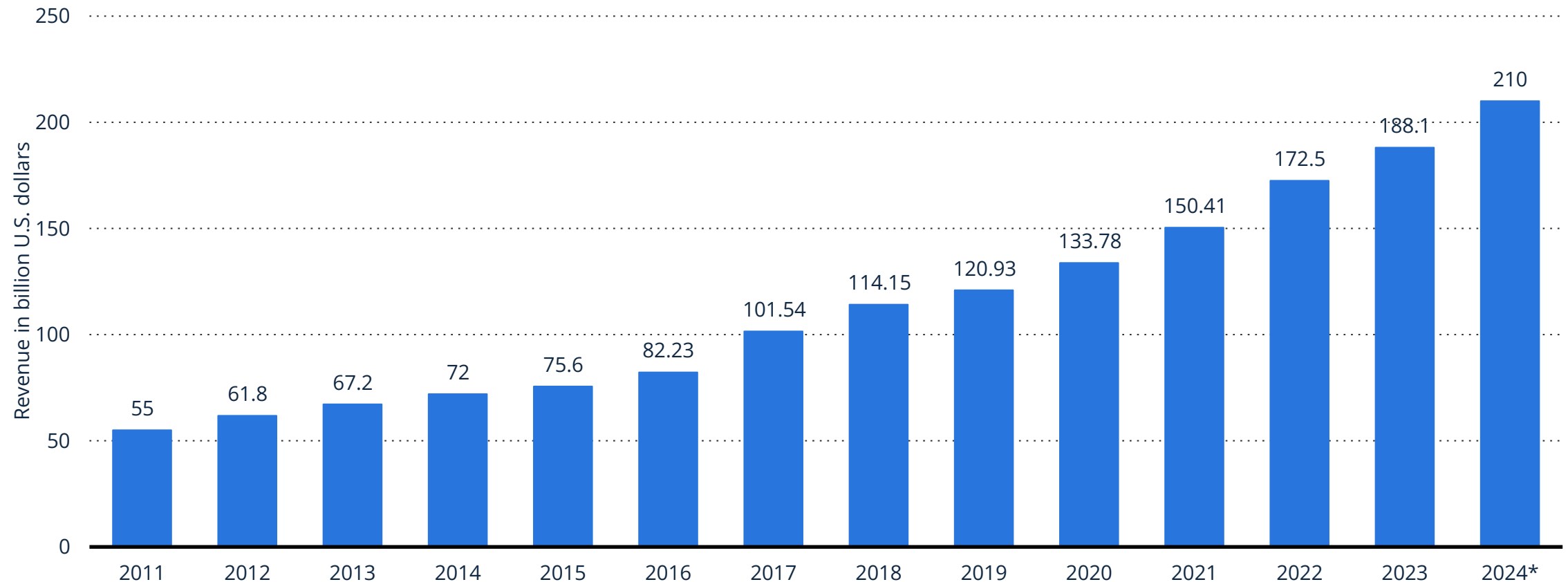
Global IT security spending growth 2024, by segment





# Information security products and services market revenue worldwide from 2011 to 2024 (in billion U.S. dollars)

Total revenue global information security market 2011-2024

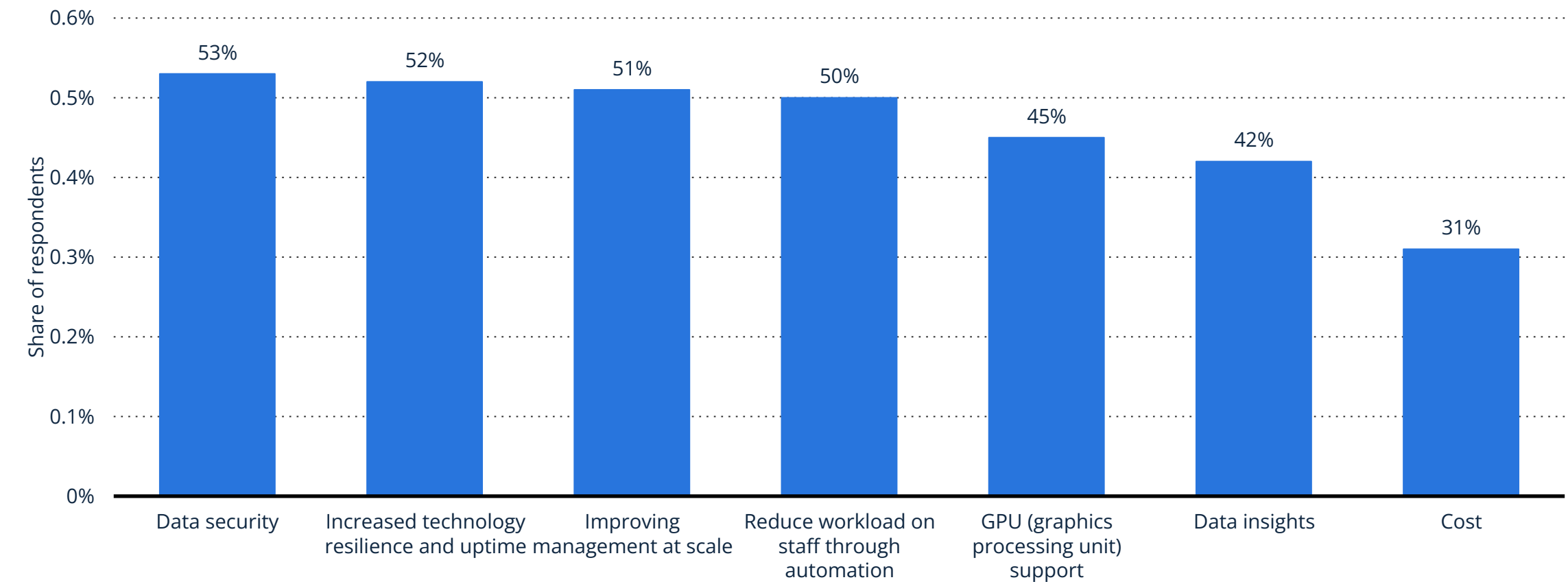


## CHAPTER 02

# Technology adoption & priorities

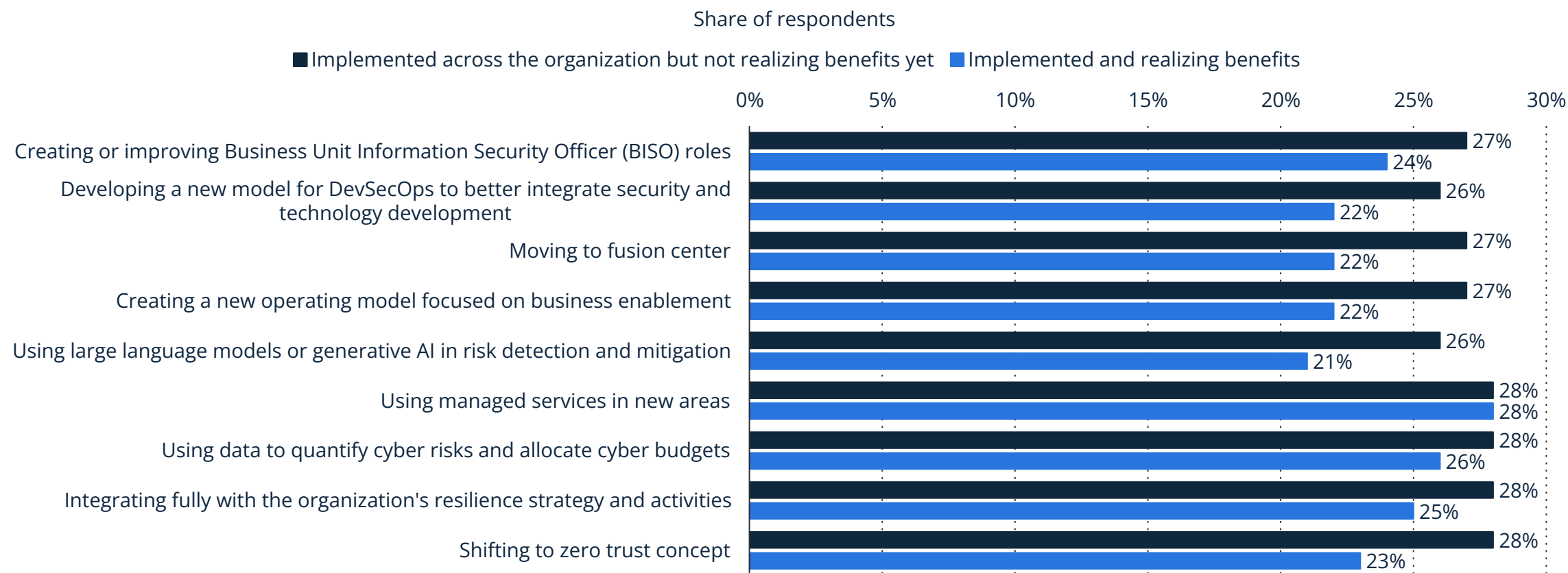
# Key artificial intelligence (AI) application and infrastructure upgrade drivers in businesses worldwide as of 2023

Lead drivers of AI applications and infrastructure upgrades in business as of 2023



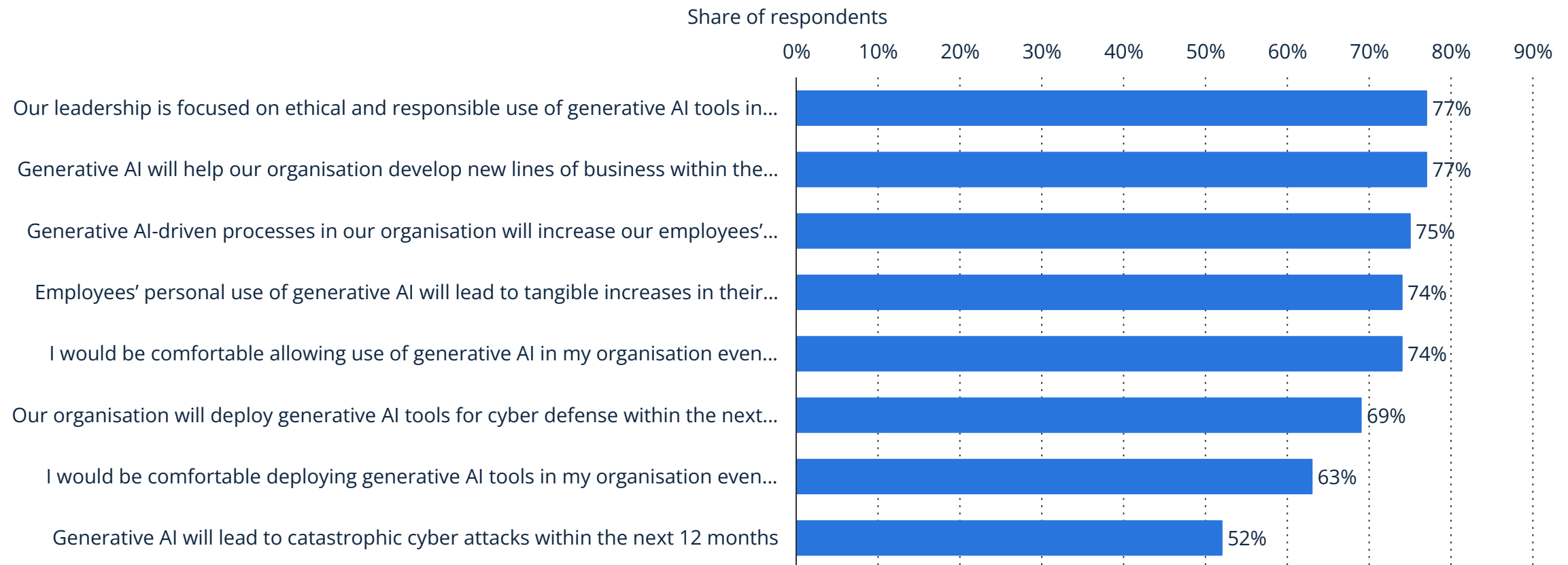
# To what extent is your organization implementing or planning to implement the following cybersecurity initiatives?

Leading cyber security initiatives worldwide 2023



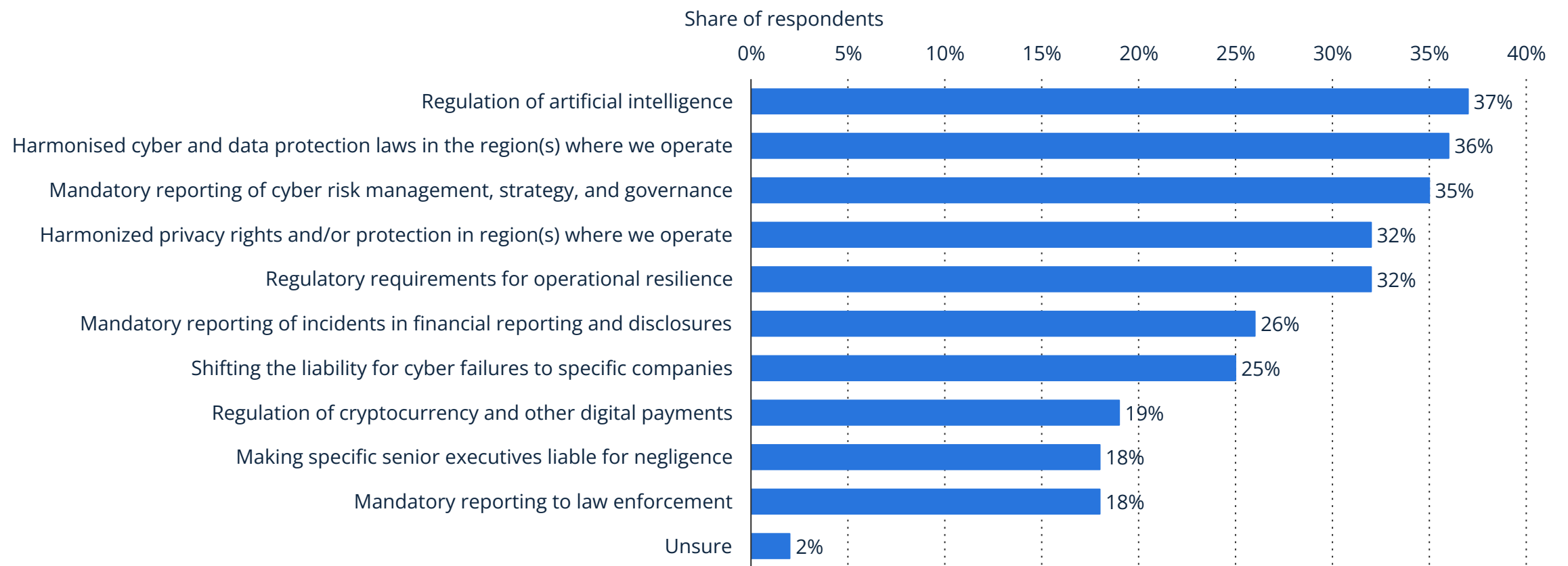
# To what extent do you agree or disagree with the following statements about Generative AI?

Business, technology and security executives' views on Generative AI worldwide 2023



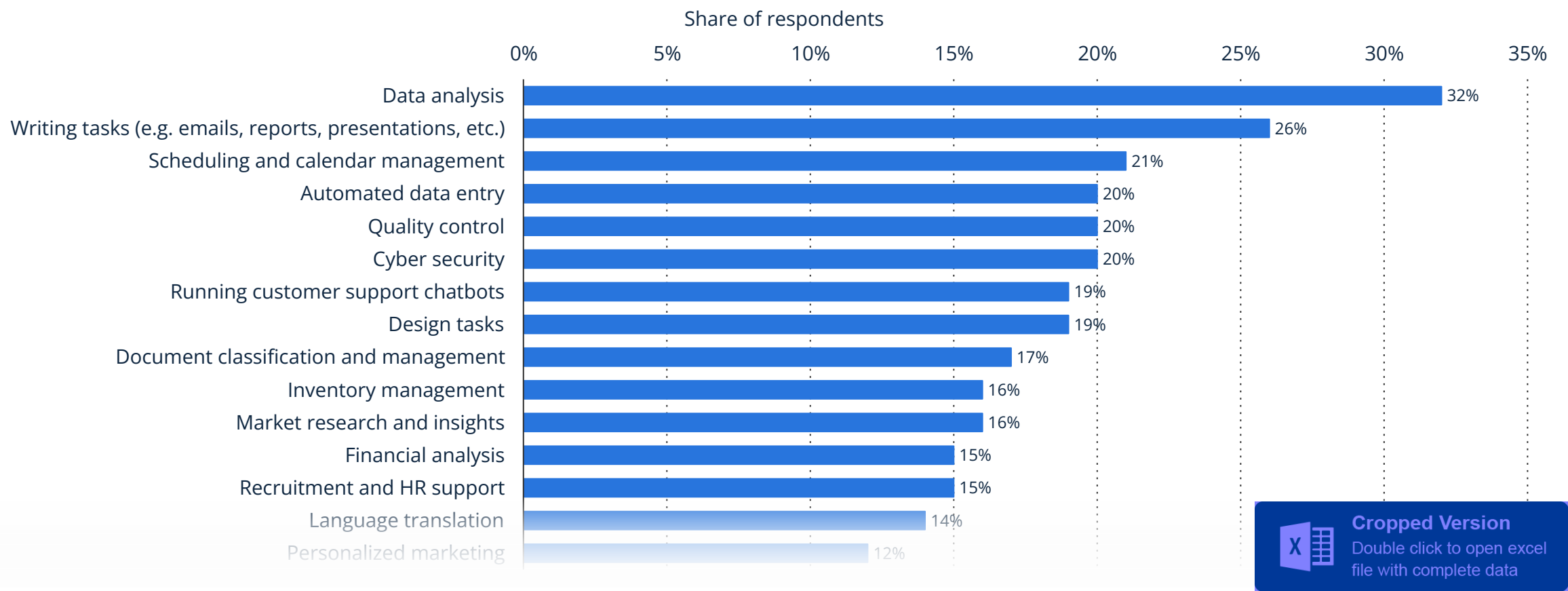
# Which of the following proposed regulatory goals and principles will have the greatest impact on your organization's ability to secure future revenue growth?

Tech regulations with the greatest impact on companies' future growth worldwide 2023



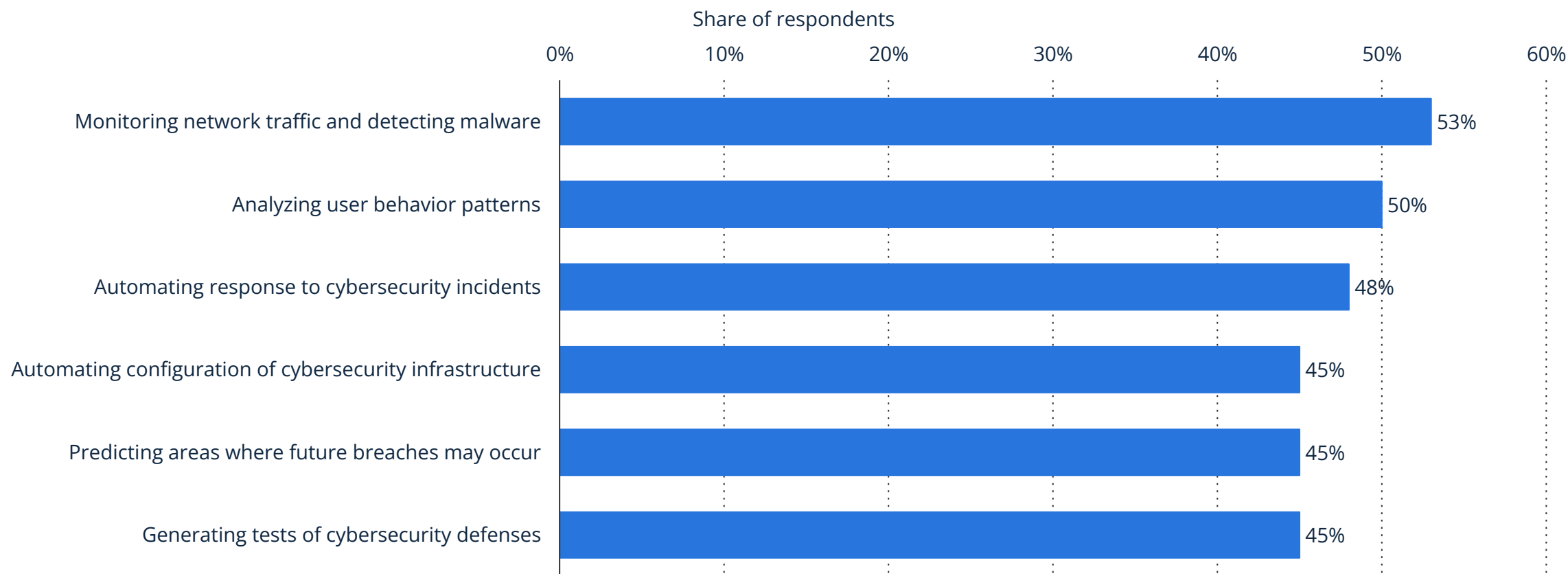
# Does your organization use artificial intelligence for the following purposes?

Use of AI for selected purposes by organizations in the United States 2023



# Potential AI use cases in cybersecurity in the United States in 2023

United States: Anticipated uses of AI in cybersecurity 2023



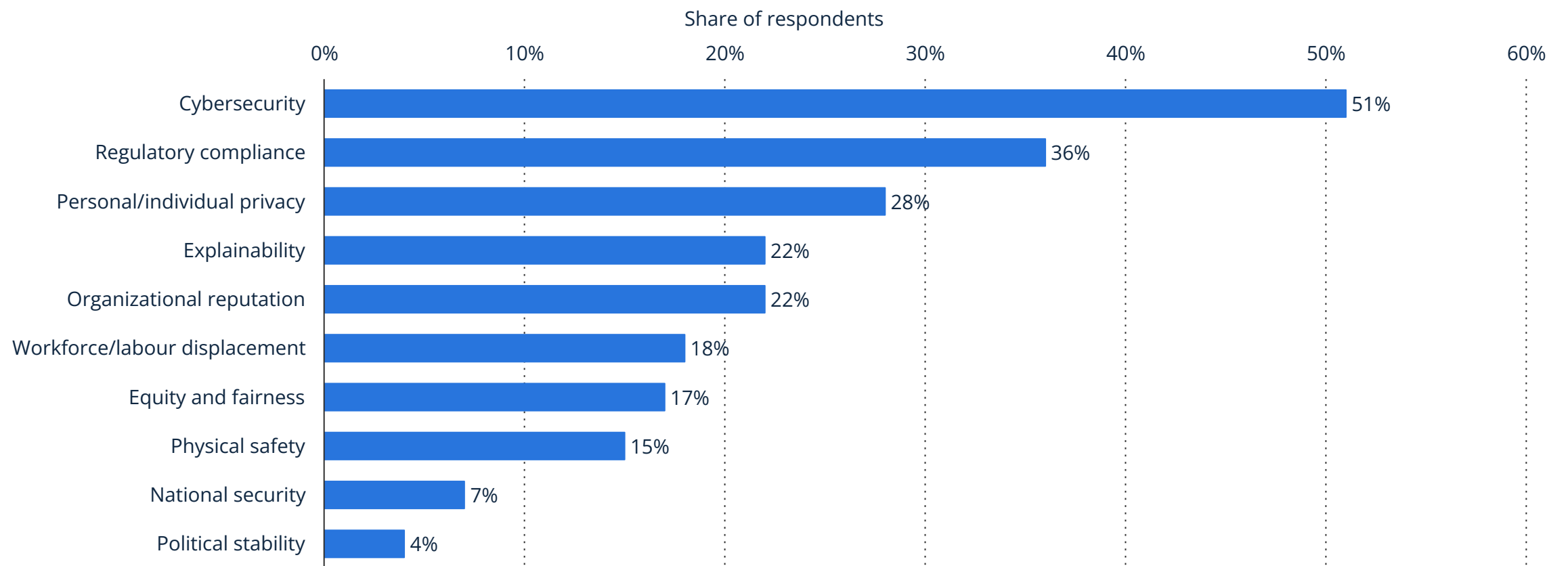


## CHAPTER 03

# Benefits

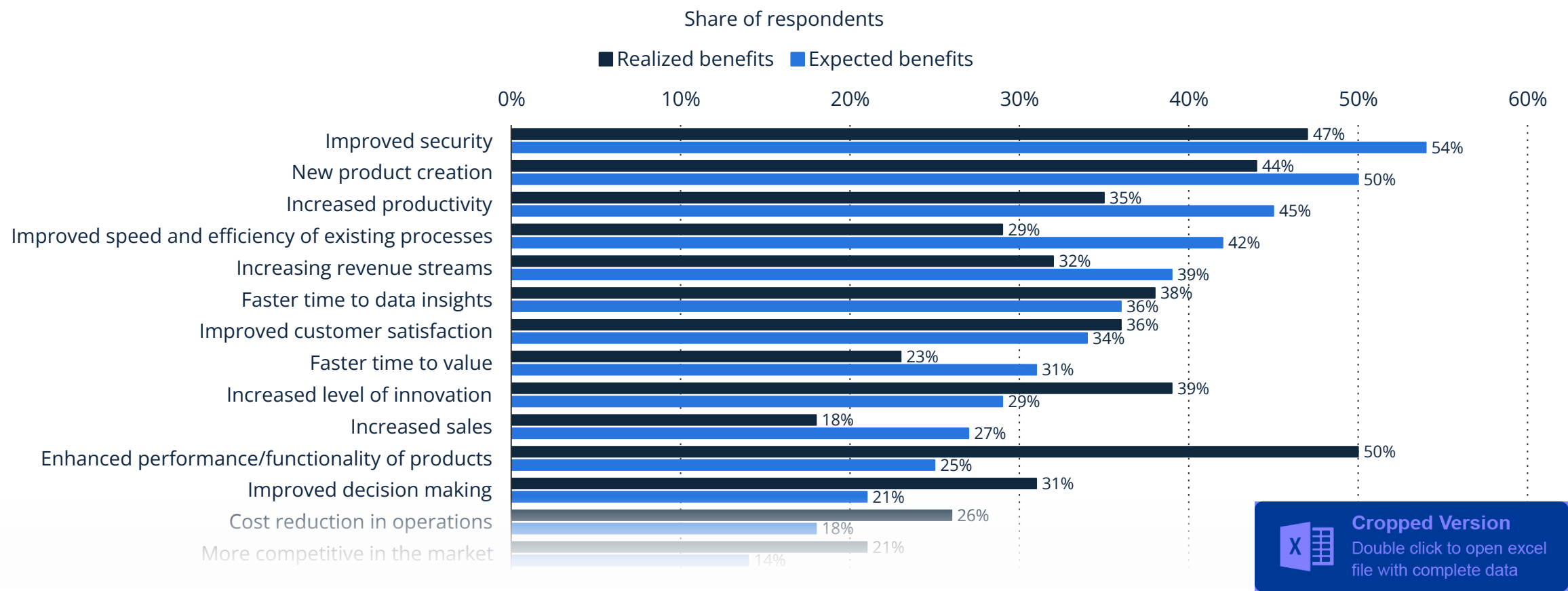
# Global risks being mitigated by organizations when adopting artificial intelligence (AI) in 2022

Risks from AI that organizations are mitigating worldwide 2022



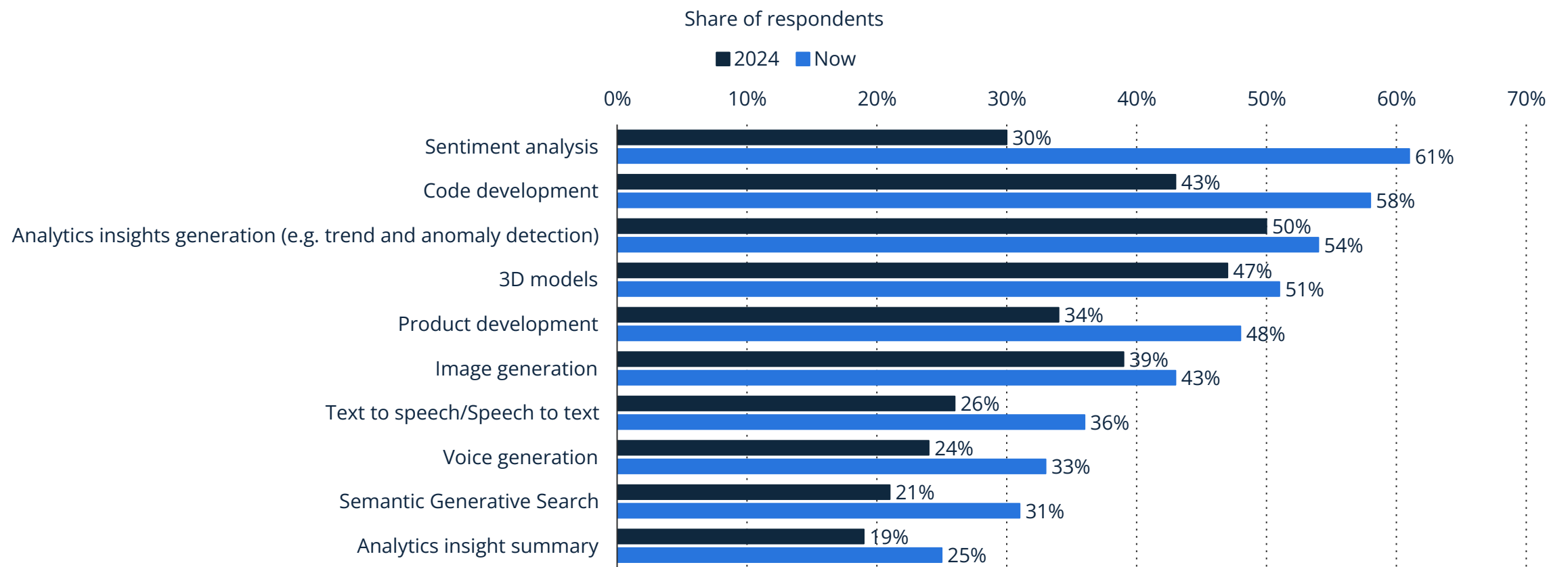
# Expected benefits versus realized benefits of artificial intelligence (AI) initiatives in enterprises in 2023

Expected and realized benefits of AI initiatives in business worldwide in 2023



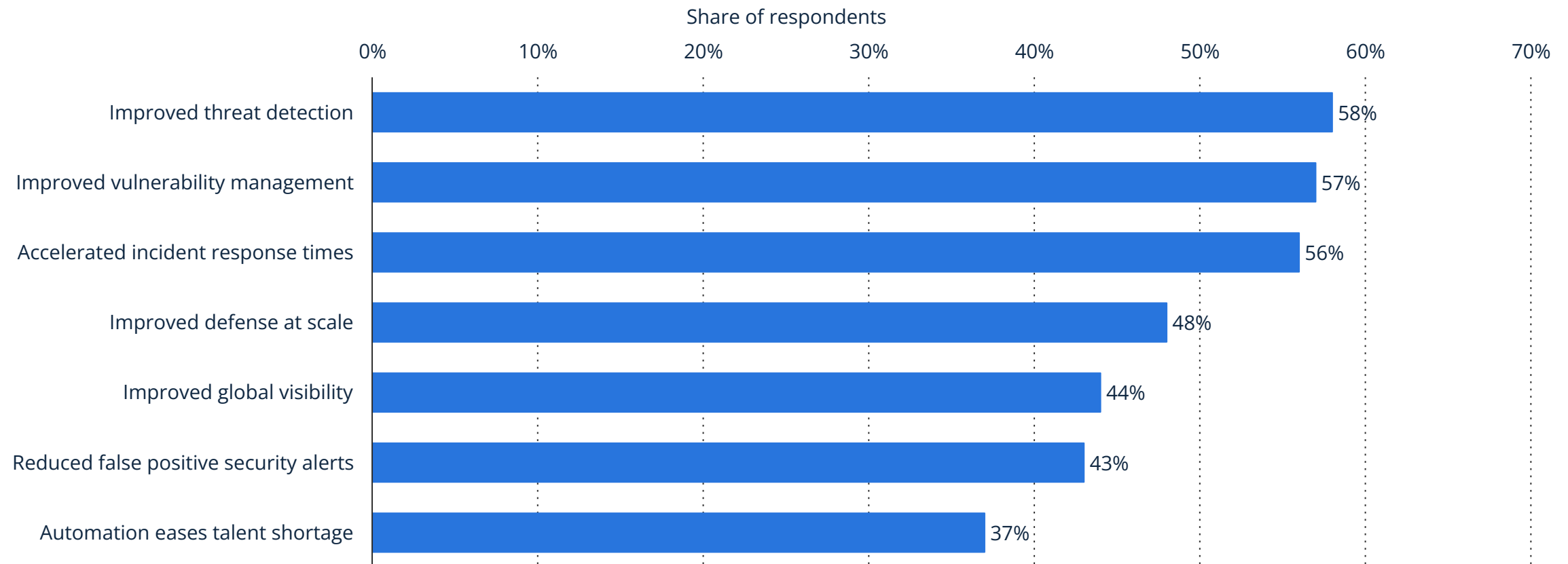
# Which of these use cases do you consider most useful in terms of generative AI initiatives — now and in 2024?

Most useful use cases of generative AI initiatives within businesses in 2023 and 2024



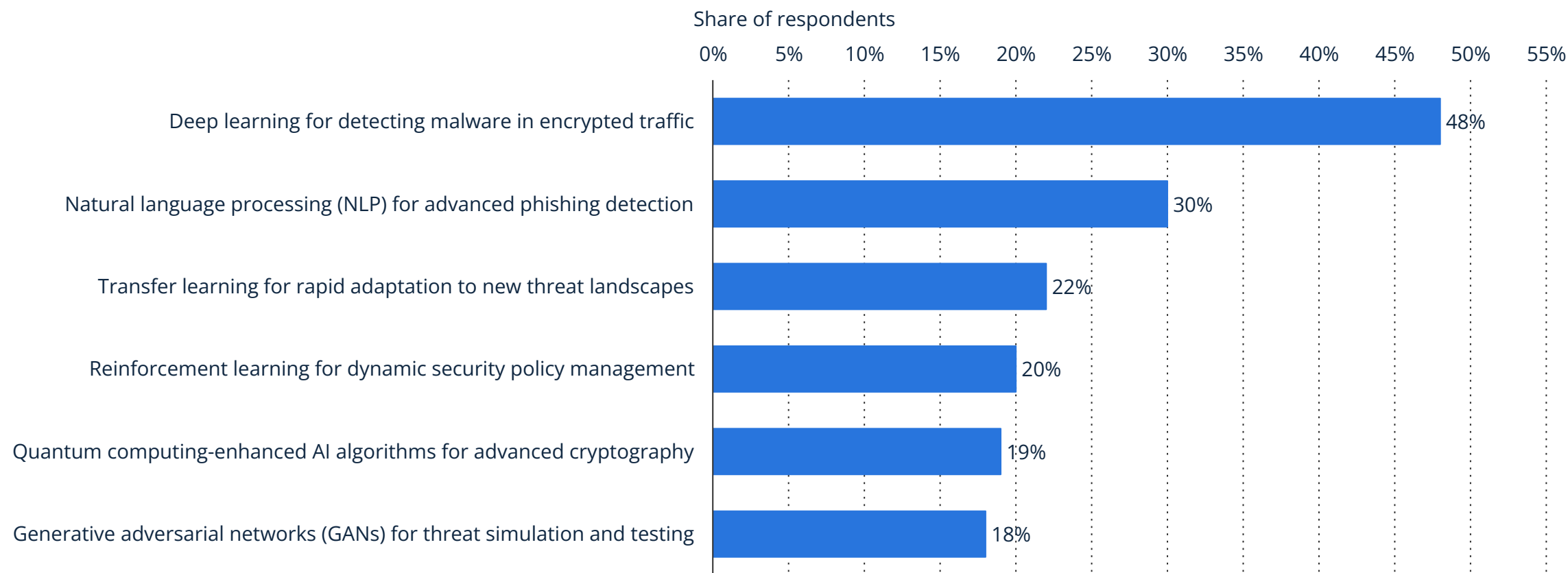
# What do you see as the most significant benefits of incorporating AI into your cybersecurity operations?

Main benefits of incorporating AI into cybersecurity operations 2023



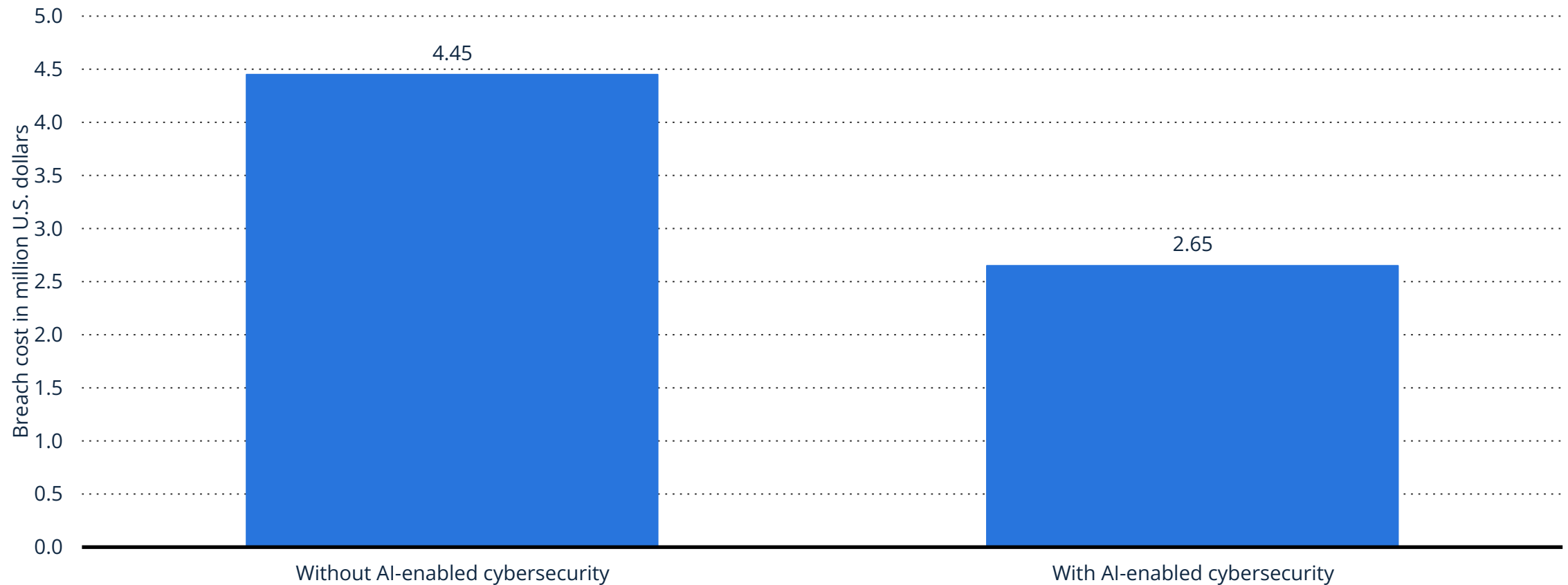
# Which emerging AI and ML techniques hold the most promise for enhancing cybersecurity defenses?

Most promising emerging AI and ML techniques for enhancing cybersecurity 2023



# Average cost of data breach worldwide in 2023, by cybersecurity type (in million U.S. dollars)

Global average data breach cost by cybersecurity type 2023



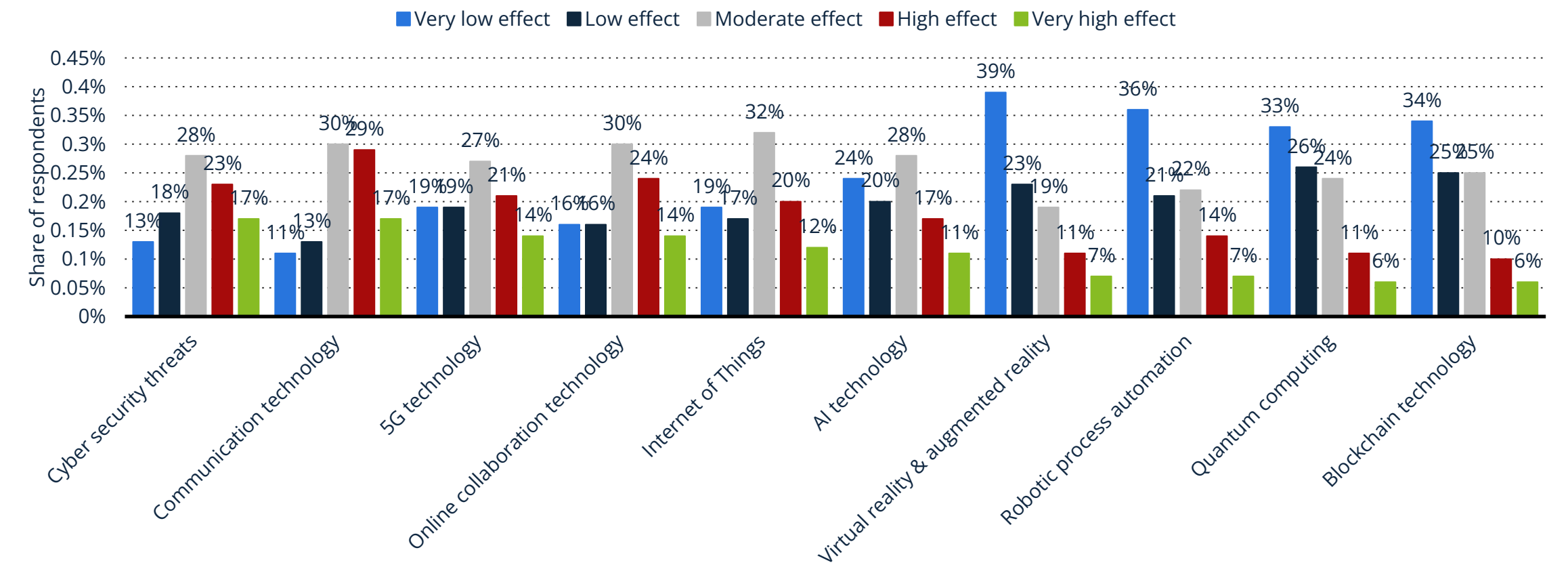
## CHAPTER 04

# Risks & challenges



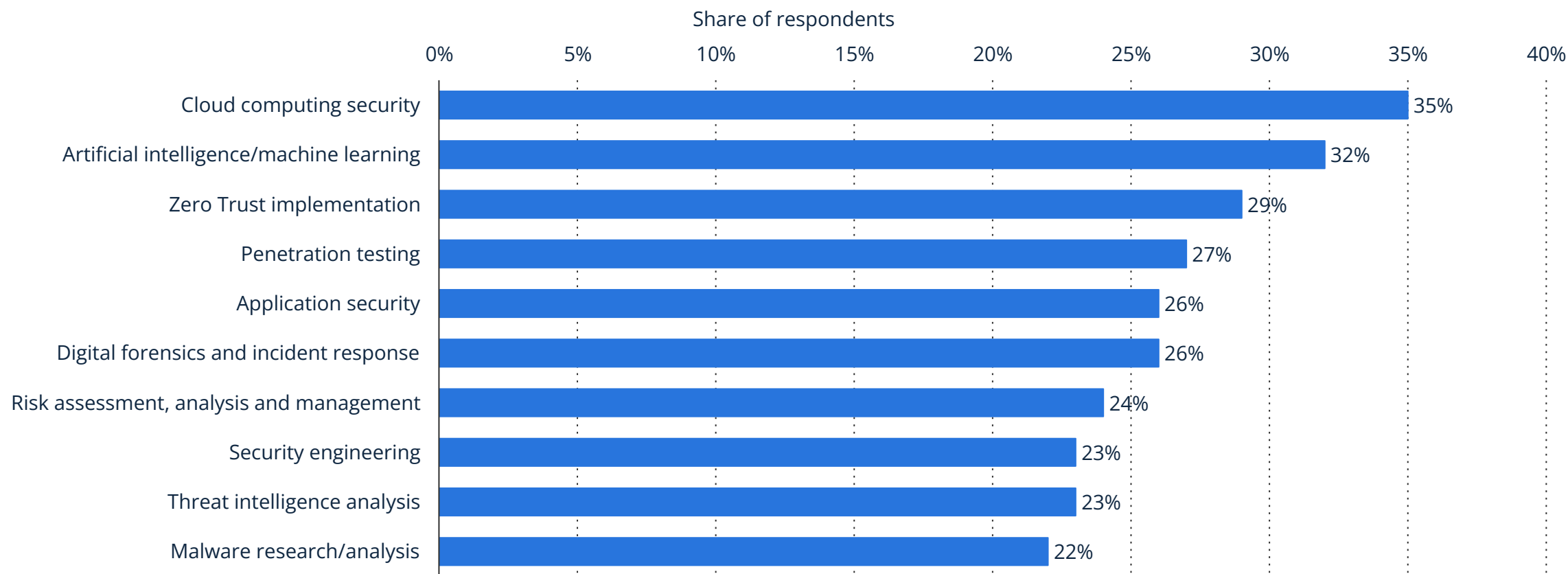
# To what extent will the following tech innovations impact your organization's performance in 2024?

Impact of tech innovation on companies in the United States 2024, by effect level



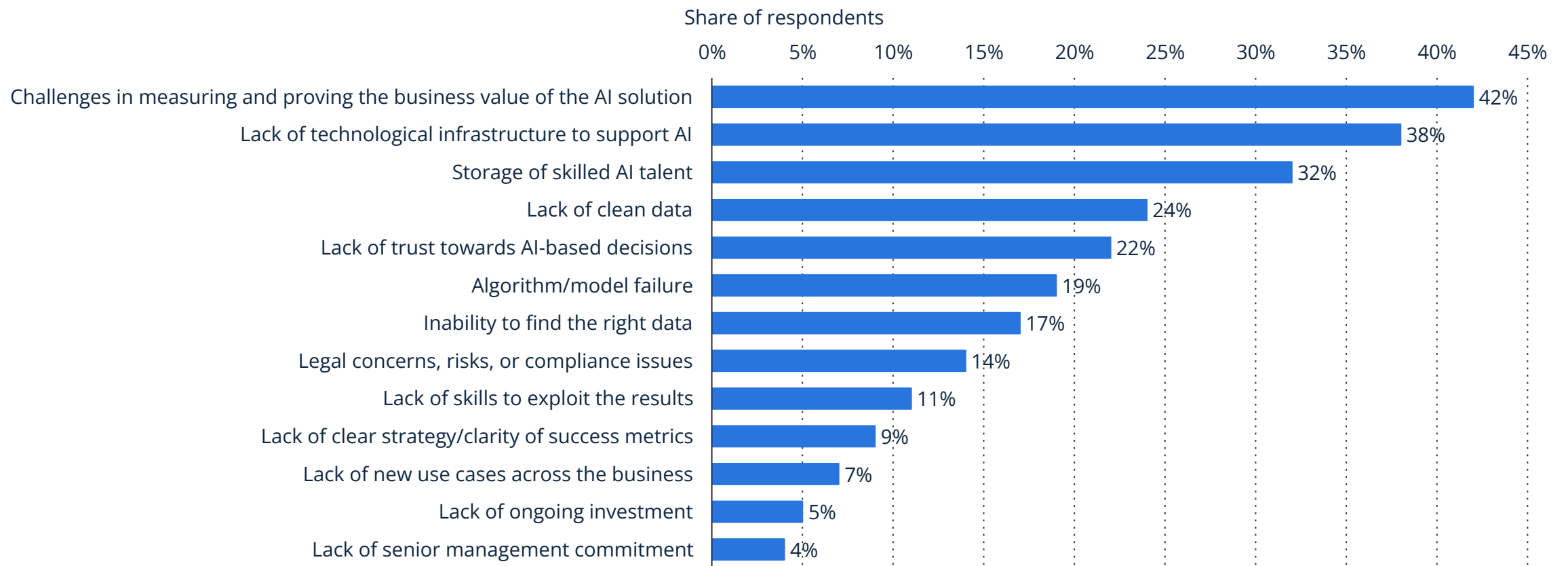
# Leading skills gaps among cybersecurity teams worldwide in 2023

Main skills gaps among cybersecurity teams worldwide 2023



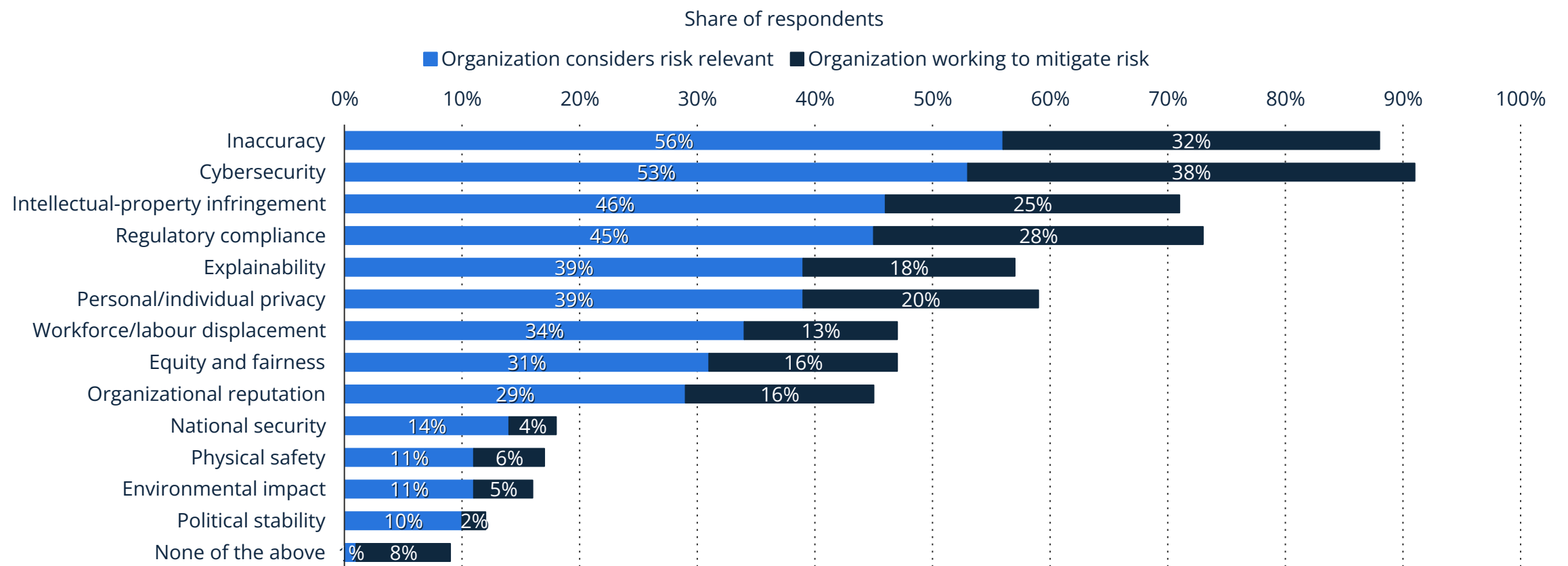
# Leading challenges in implementing artificial intelligence (AI) initiatives in businesses in 2023

Main challenges in implementing AI initiatives in businesses 2023



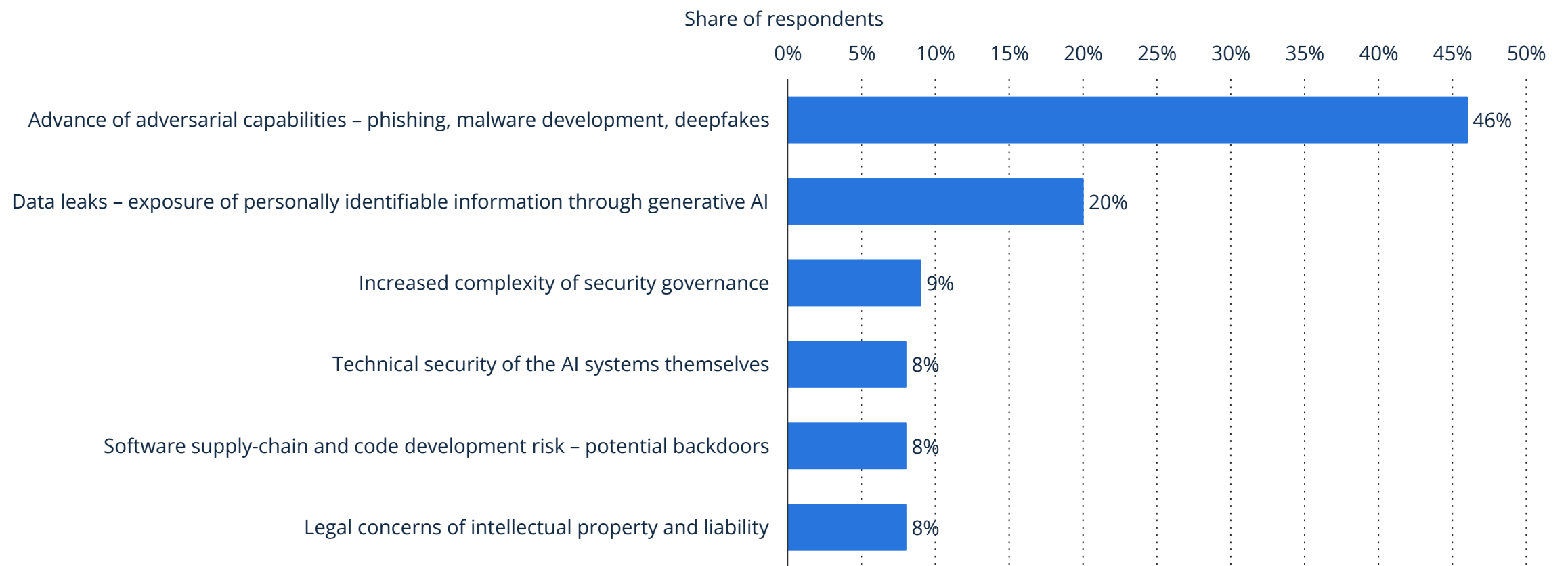
# Generative artificial intelligence (AI) related risks that organizations worldwide consider relevant and are working to mitigate in 2023

Risks related to generative AI that organizations consider relevant globally in 2023



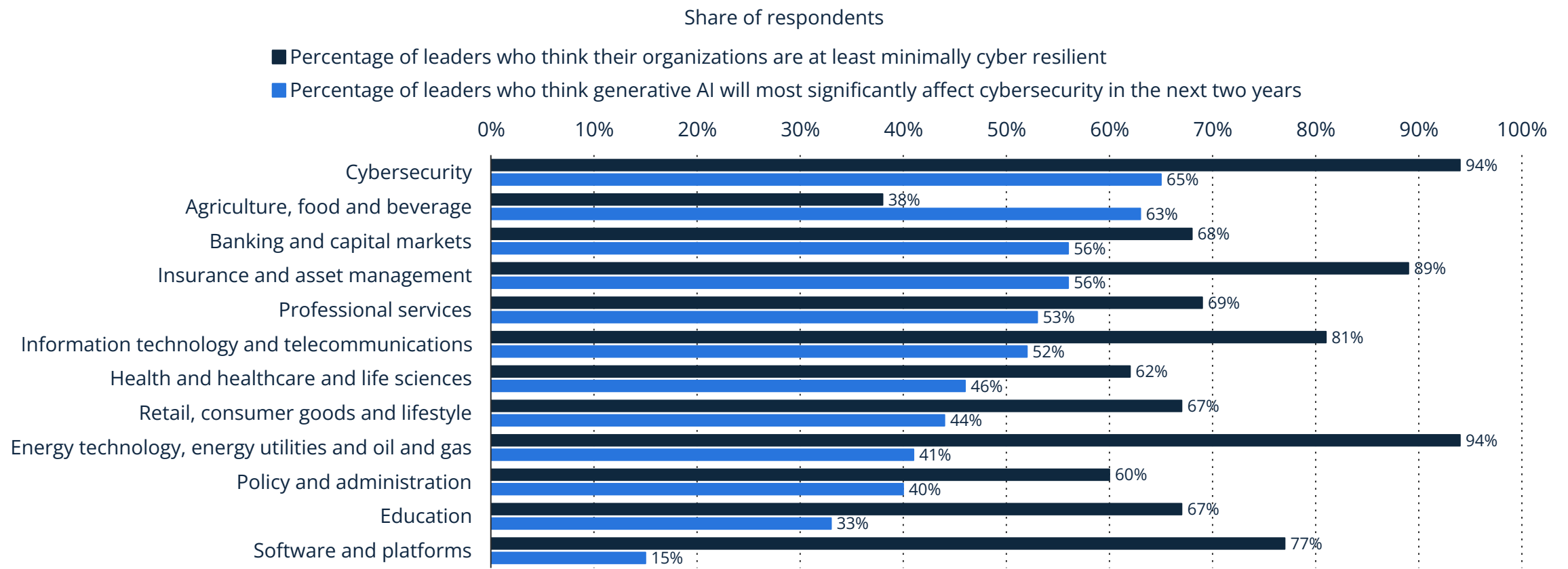
# What are you most concerned about in regards to generative AI's impact on cyber?

Concerns about generative AI's impact on cybersecurity worldwide 2024



# Impact of generative AI on cybersecurity and perceived cyber resilience by sector worldwide in 2024

Global impact of generative AI on cybersecurity and cyber resilience by sector 2024

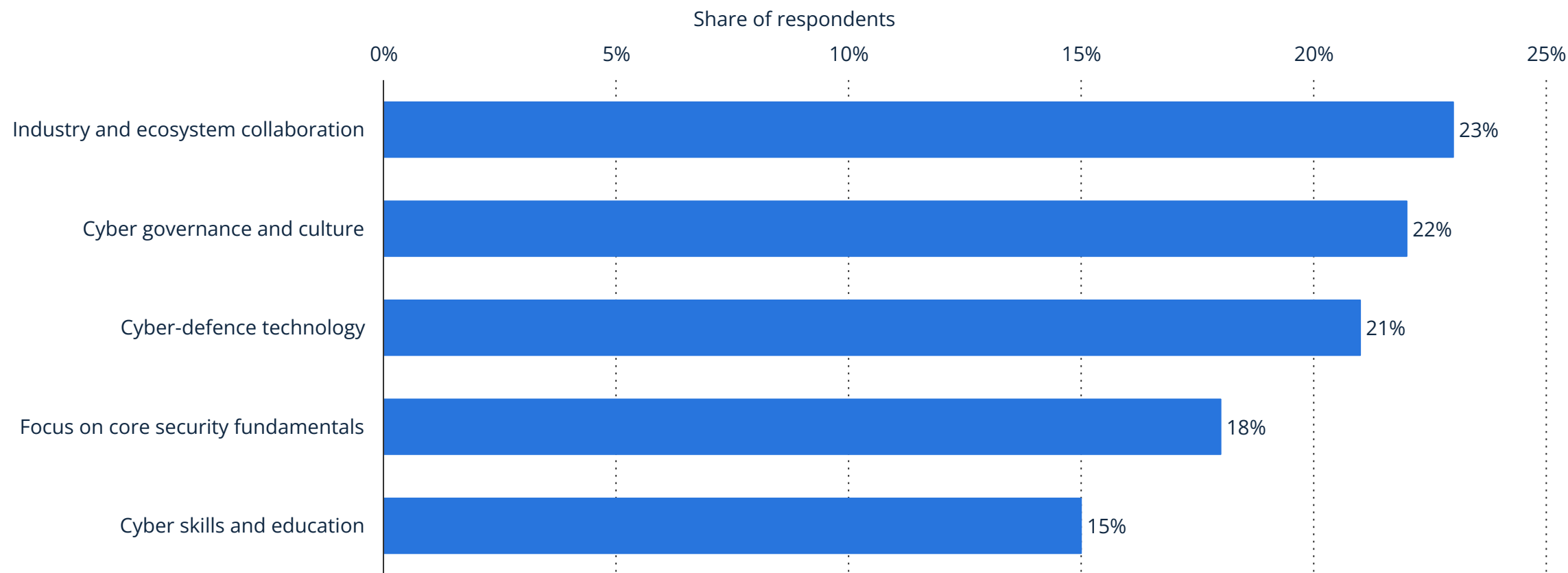


CHAPTER 05

# Outlook

# What are you most optimistic about regarding cyber resilience?

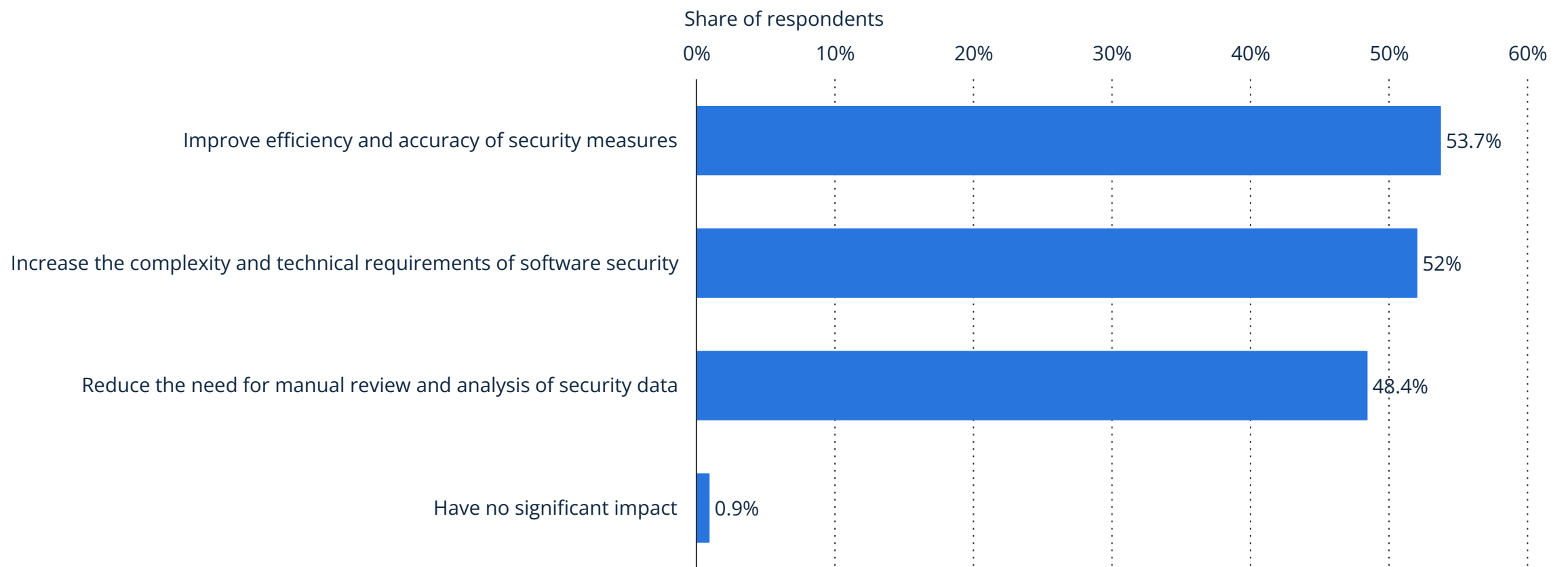
Main areas of optimism for cyber resilience worldwide 2024





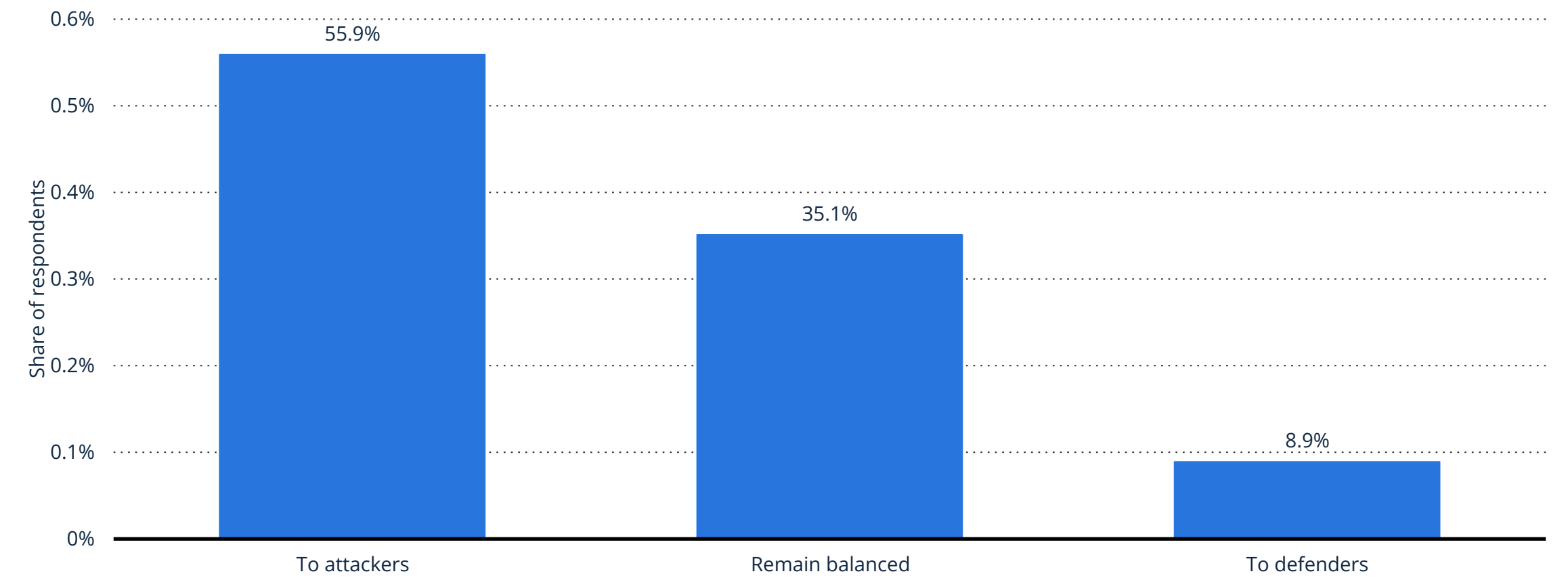
# How do you expect the use of AI tools to impact your DevSecOps processes and workflows?

Impact of AI on DevSecOps processes and workflows worldwide 2023



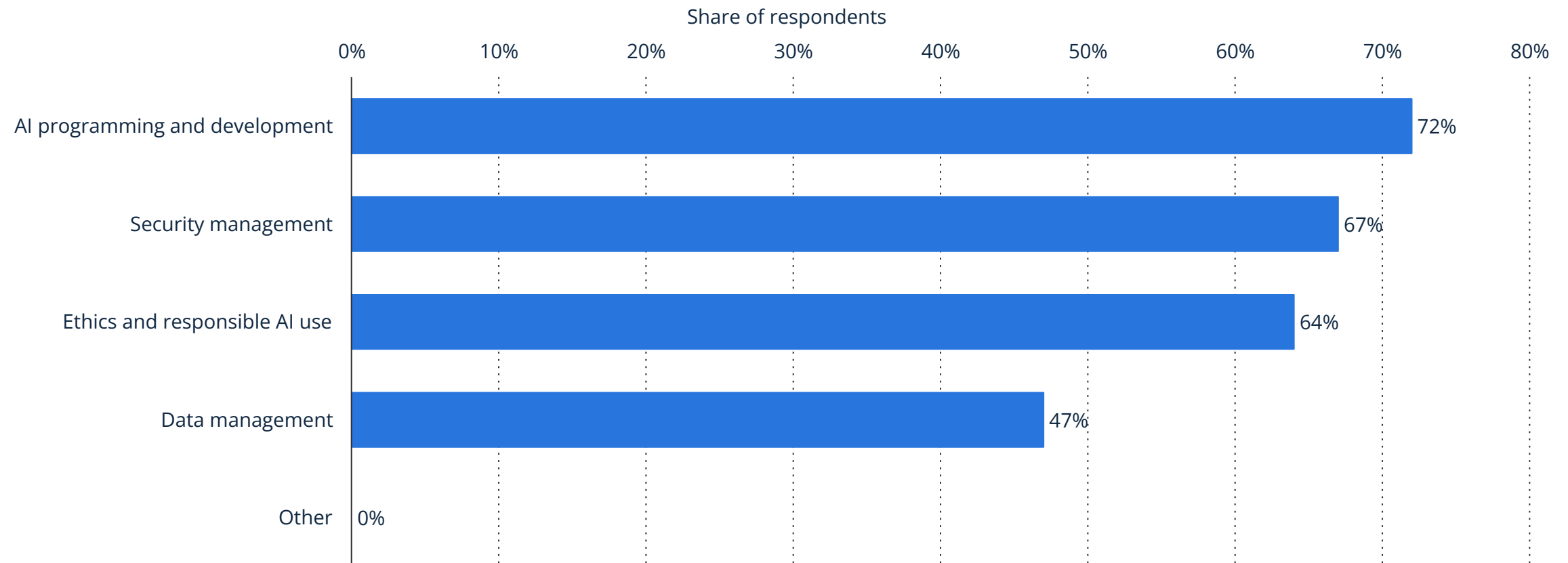
# In the next two years, will generative AI provide overall cyber advantage to attackers or defenders?

Overall influence of generative AI on cybersecurity worldwide 2024



# What skills and training do you believe will be most needed in the future for AI in cybersecurity?

Most needed skills and training for AI in cybersecurity 2023



# Sources

Accenture  
Arista Networks  
Bloomberg  
Coleman Parkes Research  
CompTIA  
Cybersecurity Insiders  
Dell  
Enea  
Gartner  
Goldman Sachs  
IBM  
ISC2  
McKinsey & Company  
Nutanix  
PwC  
PwC India  
Rackspace  
Stanford University  
Synopsys  
Tech.co  
Techopedia  
Vanson Bourne

VMware  
World Economic Forum  
Zscaler