

Media alert: IT security market in Europe to grow 16% in 2018, as GDPR legislation kicks-in

Palo Alto, Shanghai, Singapore and Reading (UK) – Monday, 5 June 2017

Businesses large and small are scrambling to assess their General Data Protection Regulation (GDPR) readiness, with less than a year to go until its implementation on 25 May 2018. The new framework demands a reassessment of the everyday operational structure for businesses that handle personal data in the EU. Canalys forecasts that this will spur the IT security market in Western and Central Eastern Europe to grow 16% to US\$11.5 billion in 2018.

However, there are significant differences in preparedness between companies of varied sizes. “Our research shows that large businesses are well informed on information security regulations, with resources in place to ensure compliance. With ransomware threats such as WannaCry



Security market in Europe to grow 8% in 2018, as GDPR legislation kicks-in. SMBs particularly need to note the massive fines- via @Canalys

causing havoc, shareholders will be more willing to accept increased data security and compliance budgets to protect their long-term investment,” said Canalys Senior Analyst Nushin Vaiani. “SMBs naturally have fewer resources, putting constraints on implementation. But there are potentially massive fines for non-compliance with GDPR, putting SMBs under threat of bankruptcy.

Businesses must take action now to safeguard from this danger”, added Vaiani.

Overall, the net effect on SMBs will be significant and many are turning to their existing relationships with channel partners for help. Canalys expects this trend to accelerate, as SMBs realize they have little time left to implement changes if they are to meet the deadline. For more details on the business opportunity for channel partners, in various forms, please refer to the latest free report from Canalys here: <http://bit.ly/2rMblu2>

For more information, please contact:

Canalys EMEA: +44 118 984 0520

Nushin Vaiani: nushin_vaiani@canalys.com +254727856345

Claudio Stahnke: claudio_stahnke@canalys.com +447881934784

Canalys APAC (Shanghai): +86 21 2225 2888

Daniel Liu: daniel_liu@canalys.com +8615800756471

Canalys APAC (Singapore): +65 6671 9399

Jordan De Leon: jordan_mari_deleon@canalys.com +6597127835

Sharon Hiu: sharon_hiu@canalys.com +6597779015

Canalys Americas: +1 650 681 4488

Alex Smith: alex_smith@canalys.com +16507994483

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

Receiving updates

To receive media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please complete the [contact form](#) on our web site.

Alternatively, you can email press@canalys.com or call +1 650 681 4488 (Palo Alto, California, USA), +65 6671 9399 (Singapore), +86 21 2225 2888 (Shanghai, China) or +44 118 984 0520 (Reading, UK).

Copyright © Canalys 2017. All rights reserved.

Americas: Suite 317, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488

APAC: Room 310, Block A, No 98 Yanping Road, Jingan District, Shanghai 200042, China | tel: +86 21 2225 2888

APAC: 133 Cecil Street, Keck Seng Tower, #13-02/02A, Singapore 069535 | tel: +65 6671 9399

Press release 2017/1636
05 June 2017



EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520
email: inquiry@canalys.com | web: www.canalys.com