

Business model

GRI 2-6

Cybersecurity Global Market¹

B2B

\$83.3 B

B2B cybersecurity market size in 2025

\$136 B

B2B cybersecurity market size forecast in 2029

+13%

compound annual growth rate of the B2B-market

B2C

\$6.3 B

B2C cybersecurity market size in 2025

\$7.6 B

B2C cybersecurity market size forecast in 2029

+5%

compound annual growth rate of the B2C-market

kaspersky

\$836 M

revenue in 2025

+4%

YoY growth in 2025

Business Areas and Product Lines B2B

Endpoint Security

Next Foundations, Next EDR Optimum/ Expert, Small Office Security, Mobile Security

Cloud & Virtual Infrastructure Security

Cloud Workload Protection (incl. Hybrid Cloud, Container Security), Security for Storage, Scan Engine

Network and Mail Security

NDR (Anti Targeted Attack), Mail Security Gateway, Security for Office 365 / MS Exchange, SD-WAN, Anti-DDoS, Web Traffic Security

Unified Security Platform (Security Operations) – Open Single Management Platform

Platform for Detection and Response to Advanced Threats

Next XDR Optimum / Expert

Monitoring and Cybersecurity Events Management

SIEM (Unified Monitoring and Analysis Platform)

Platform and Intelligence Services / Security analytics

Threat Intelligence

AI-assistant

Industrial Cybersecurity

Industrial CyberSecurity – native OT XDR platform (nodes, networks)

Cybersecurity Services

MDR, Incident response, Security Assessment, Premium support & Professional services, etc.

Cybersecurity Trainings

Automated Security Awareness Platform, Cybersecurity Trainings, etc

Operating System Solutions based on Kaspersky OS: Thin Client, OS Mobile, Automotive Secure Gateway

Business Areas and Product Lines B2C

Core Offer

Three-tiered offering:

Kaspersky Standard

Kaspersky Plus

Kaspersky Premium

Standalone Solutions

Kaspersky VPN

Kaspersky Password Manager

Kaspersky Who Calls (Spam calls protection)²

Kaspersky Safe Kids (Parental Control)

Kaspersky eSIM Store (eSIM services)

Partner offers with service providers and resellers

Kaspersky Safe Web (Web-based)

Kaspersky Smart Home (Router-based)

Sales Channels B2B

- Partner Network: Distributors, Resellers, System Integrators, Managed Service Providers (MSPs), Managed Security Service Providers (MSSPs), and others
- Technology Alliances (integration with partner products)
- Digital channel

Sales Channels B2C

- Digital channel
- Retail channels (stores, resellers)
- Partners: Internet providers, mobile operators, banks, etc., offering protection "bundled" with their services

Promotion

- Integrated advertising campaigns to promote the brand and solutions (outdoor advertising, digital promotion, community collaborations, social media, podcasts, and PR)
- Co-marketing with partners and collaborations with other brands
- Participation in industry and professional conferences and exhibitions
- Content marketing and threat analysis (GReAT research), publications, blogs, webinars
- Building trust through Transparency Centers, bug bounty programs, international SAS (Security Analyst Summit) conferences, etc.
- Participation in social projects to develop a culture of security and cyber hygiene
- Engaging schoolchildren and students in the IT / security industry

Customers Globally

~1 B

devices protected by Kaspersky to date

~200 thousand

corporate clients worldwide choose our protection



Government sector



Enterprises



Industrial companies



Small and Medium Business (SMBs)



Private PC and smartphone users

¹ The assessment is based on an internal market evaluation methodology. The assessment only includes cybersecurity areas where Kaspersky is present

² WhoCalls is available in Russia, Kazakhstan, Indonesia, and Latin America