

Avast bought Piriform, the company behind CCleaner and Recuva

Avast, the largest security software provider today, has bought Piriform, the name behind many successful mobile and computer products like CCleaner, Recuva, Speccy and Defraggler.

The acquisition was announced today in an official blog report from both companies, but there are no detailed figures attached. Piriform is a London, UK-based company founded in 2004. Their reputation comes from well-known software CCleaner, an efficient operating system optimization utility, available on all platforms. Windows, Mac and Android.

According to Piriform, CCleaner has more than 130 million users on the desktop and more than 15 million mobile users. In November 2016, Piriform announced that CCleaner has surpassed 2 billion downloads, making it one of the most popular software in the world with over 23 million downloads per month.

Avast is a network security company based in the Czech Republic. The OPSWAT report provides detailed information about the market share of antivirus and malware software, showing Avast topped the list with a market share of 20.48% from June 2017.



After AVG, Piriform also returned to Avast

In July 2016, Avast announced plans to acquire antivirus software company AVG for \$ 1.3 billion. At the time, AVG was the third anti-malware product on the market.

In claiming to buy Piriform, Avast said it will continue to provide CCleaner as a standalone product. Avast currently has 2 system optimization products, Avast Cleanup and AVG TuneUp. This acquisition is a smart move for Avast to help strengthen its position in the market of optimization tools.

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