

# **Network Traffic Analytics Market by Component (Solutions and Services), Deployment Mode (On-premise and Cloud), Organization Size (Large Enterprises and Small & Medium Enterprises), and End User (Service Providers, Enterprises, and Data Center): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

Network traffic analysis provides in depth insight into what type of traffic or network packets or data are flowing through a network. It performs through a network monitoring or network bandwidth monitoring software or application. Network traffic analytics is a process of studying, recording, and analyzing network traffic to enhance performance of network operations and to improve security. It is mainly used to understand and evaluate network utilization to track download or upload speed and identify suspicious and malicious packets within the network. The main focus of network traffic analytics is threat identification in real time. Network traffic analysis used with threat management services can provide an even richer perspective on activity and help expedite a response.

The factors such as rapid adoption of internet of things (IoT), BYOD, and connected devices drive the market growth for the network traffic analytics industry. In addition, rapid growth of network infrastructure and growing need for getting in-depth visibility into network security are expected to boost the market growth. However, availability of free network traffic tools as well as high cost associated with network traffic analytics tools are expected to impede the market growth during the forecast period. Furthermore, exponential growth in global IP traffic and cloud traffic is expected to provide major growth opportunities for the network traffic analytics market in upcoming years.

The global network traffic analytics market is segmented on the basis of component, deployment type, organization size, end user, and region. Based on component, the market is bifurcated into solution and services. Based on deployment type, the market is divided into on-premise and cloud. Based on organization size, the market is classified into small and medium-sized enterprises and large enterprises. On the basis of end user, the market is divided into service providers, enterprises, and data center. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the network traffic analytics market. These include Accenture, Juniper Networks, Inc., Symantec, Juniper Networks, IBM Corporation, Huawei Technologies Co., Ltd., Cisco Systems, Inc., Allot Communication, Ascom Holdings, and Nokia Networks.

## KEY BENEFITS

The report provides an in-depth analysis of the global network traffic analytics market, outlining current trends, key driving factors, and potential areas for product investments.

The key players are analyzed with respect to their primary offerings, recent investments, and future development strategies.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the network traffic analytics industry.

The quantitative analysis of the global network traffic analytics market from 2018 to 2026 is provided to determine the market potential.

## KEY MARKET SEGMENTS

### BY COMPONENT

Solutions

Services

**BY DEPLOYMENT MODE**

On-premise

Cloud

**BY ORGANIZATION SIZE**

Large Enterprises

Small &amp; Medium Enterprises

**BY END USER**

Service Providers

Enterprises

Data Center

**BY REGION**

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS PROFILED IN THE REPORT

Accenture

Juniper Networks, Inc.

Symantec

Juniper Networks

IBM Corporation

Huawei Technologies Co., Ltd.

Cisco Systems, Inc.

Allot Communication

Ascom Holdings

Nokia Networks

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