

# **Wi-Fi Hotspot Market by Offerings (Component, Software, and Services), End User (Communication Service Provider & Network Operators, Enterprises, and Government), and Vertical (Telecom and IT, Financial services, Education, Healthcare, Hospitality, Transportation, Retail, and Others) - Global Opportunity Analysis and Industry Forecast, 2016-2023**

<https://marketpublishers.com/r/W3663C2EB36EN.html>

Date: November 2017

Pages: 176

Price: US\$ 5,370.00 (Single User License)

ID: W3663C2EB36EN

## **Abstracts**

Wi-Fi hotspot is a physical location providing Internet access over wireless local area network (WLAN) through a router linked to a service provider. Wi-Fi hotspots are used by enterprises, network operators, and communication service providers for data transmission and delivery of applications over Wi-Fi. Moreover, increase in adoption of the Bring Your Own Device (BYOD) trend and advanced network infrastructure have driven the use of Wi-Fi hotspots for Internet connectivity. Furthermore, many portable devices, such as laptops and tablets, use Wi-Fi hotspots to access high-speed Internet services.

The global Wi-Fi hotspot market is attributed to increase in use of cell phones and smart devices, growth in adoption of Wi-Fi hotspots by hospitality, retail, and education sector, and adoption of carrier Wi-Fi by the network operators for data traffic offload. Further, introduction of mobile hotspots and the developing economies in Asia-Pacific and MEA is expected to offer growth opportunities for the market. However, meeting the bandwidth requirement of the applications, security issues, and other factors hinder the market growth for Wi-Fi hotspots.

Wi-Fi hotspot market is segmented based on offerings, end user, industry vertical, and region. Based on offerings, it is divided into component, software, and services. As per

component, the market is classified into wireless hotspot gateways, wireless hotspot controllers, and mobile hotspot devices. Based on software, the market is analyzed across centralized hotspot management, Wi-Fi security software, Wi-Fi hotspot billing software, and cloud-based hotspot management. As per services, the Wi-Fi hotspot market is categorized into professional service, installation and integration services, consulting services, and managed services. As per end users, the market is segmented into communication service provider & network operators, enterprises, and government. Based on industry vertical, the global Wi-Fi hotspot market is studied across telecom and IT, financial services, education, healthcare, hospitality, transportation, retail, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, MEA, and Latin America.

Key players of the Wi-Fi hotspot market profiled in the report include Aptilo Networks AB, Boingo Wireless, Inc., Brocade Communications Systems, Inc., Cisco Systems, Inc., Hewlett Packard Enterprise Company, Huawei Technologies Co. Ltd., iPass, Inc., NETGEAR Inc., Nokia Corporation, and Ericsson.

## **KEY BENEFITS**

In-depth analysis of the global Wi-Fi hotspot market along with its dynamics is provided to understand the market scenario.

Quantitative analysis of the current trends and future estimations from 2017 to 2023 is provided to assist strategists and stakeholders to capitalize on prevailing opportunities.

Porter's Five Forces analysis examines the competitive structure of the Wi-Fi hotspot market and provides a clear understanding of the factors that influence the market entry and expansion.

A detailed analysis of the geographical segments enables identification of profitable segments for market players.

Comprehensive analysis of the trends, sub-segments, and key revenue pockets are provided in the report.

Detailed analysis of the key players in the global Wi-Fi hotspot market and their business strategies are anticipated to assist stakeholders to take informed business decisions.

## Wi-Fi Hotspot Market key SEGMENTS: By Offerings

### Component

Wireless Hotspot Gateways

Wireless Hotspot Controllers

Mobile Hotspot Devices

### Software

Centralized Hotspot Management

Wi-Fi Security Software

Wi-Fi Hotspot Billing Software

Cloud-Based Hotspot Management

### Services

Professional Service

Installation and Integration Services

Consulting Services

Managed Services

## By End User

Communication Service Provider & Network Operators

Enterprises

Government

## By Vertical

Telecom and IT

Financial Services

Education

Healthcare

Hospitality

Transportation

Retail

Others

## By Geography

North America

Europe

Asia-Pacific

MEA

Latin America

The key players profiled in the report are as follows:

Aptilo Networks AB

Boingo Wireless, Inc.

Brocade Communications Systems, Inc.

Cisco Systems, Inc.

Hewlett Packard Enterprise Company

Huawei Technologies Co. Ltd.

iPass, Inc.

NETGEAR Inc.

Nokia Corporation

Ericsson

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models
  - 1.4.4. Market segmentation

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVE

### CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top winning strategies
    - 3.2.1.1. New Product Launches
    - 3.2.1.2. Agreements, Partnerships, Collaborations, and Joint Ventures
    - 3.2.1.3. Mergers & Acquisitions
  - 3.2.2. End User Analysis
    - 3.2.2.1. Wi-Fi enabled equipment shipments is expected to reach 4.9 billion by 2017
    - 3.2.2.2. Proportion of smartphones
    - 3.2.2.3. Proliferation of devices used for connectivity
  - 3.2.3. Ecosystem and roles
- 3.3. PORTERS FIVE FORCES
  - 3.3.1. Bargaining power of buyers
  - 3.3.2. Bargaining power of suppliers
  - 3.3.3. Degree of competition
  - 3.3.4. Threat of new entrants
  - 3.3.5. Threat of substitute
- 3.4. MARKET SHARE ANALYSIS
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers

- 3.5.1.1. Increasing use of cell phones and smart devices
- 3.5.1.2. Growth in adoption of Wi-Fi hotspots by the retail, hospitality, and education sectors
- 3.5.1.3. Adoption of carrier Wi-Fi by the network operators for data traffic offload
- 3.5.2. Restraints
  - 3.5.2.1. Meeting the bandwidth requirement of the applications
  - 3.5.2.2. Security issues
  - 3.5.2.3. Authenticating to the hotspot provider
  - 3.5.2.4. Radio frequency range and multipath interference
- 3.5.3. Opportunities
  - 3.5.3.1. Introduction of mobile hotspot
  - 3.5.3.2. Developing economies of Asia-Pacific and MEA

## **CHAPTER 4 WI-FI HOTSPOT MARKET BY COMPONENT**

- 4.1. INTRODUCTION
- 4.2. WIRELESS HOTSPOT GATEWAYS
- 4.3. WIRELESS HOTSPOT CONTROLLERS
- 4.4. MOBILE HOTSPOT DEVICES

## **CHAPTER 5 WI-FI HOTSPOT MARKET BY SOFTWARE**

- 5.1. INTRODUCTION
- 5.2. CENTRALIZED HOTSPOT MANAGEMENT
- 5.3. WI-FI SECURITY SOFTWARE
- 5.4. WI-FI HOTSPOT BILLING SOFTWARE
- 5.5. CLOUD BASED HOTSPOT MANAGEMENT

## **CHAPTER 6 WI-FI HOTSPOT MARKET BY SERVICES**

- 6.1. INTRODUCTION
- 6.2. PROFESSIONAL SERVICE
- 6.3. INSTALLATION AND INTEGRATION SERVICES
- 6.4. CONSULTING SERVICES
- 6.5. MANAGED SERVICES

## **CHAPTER 7 WI-FI HOTSPOT MARKET BY END USER**

- 7.1. INTRODUCTION

## 7.2. COMMUNICATION SERVICE PROVIDERS AND NETWORK OPERATORS

- 7.2.1. Key market trends
- 7.2.2. Key growth factors and opportunities
- 7.2.3. Market size and forecast

## 7.3. ENTERPRISES

- 7.3.1. Key market trends
- 7.3.2. Key growth factors and opportunities
- 7.3.3. Market size and forecast

## 7.4. GOVERNMENT

- 7.4.1. Key market trends
- 7.4.2. Key growth factors and opportunities
- 7.4.3. Market size and forecast

# CHAPTER 8 WI-FI HOTSPOT MARKET BY VERTICAL

## 8.1. OVERVIEW

### 8.2. TELECOM & IT

- 8.2.1. Key market trends
- 8.2.2. Key growth factors and opportunities
- 8.2.3. Market size and forecast

### 8.3. FINANCIAL SERVICES

- 8.3.1. Key market trends
- 8.3.2. Key growth factors and opportunities
- 8.3.3. Market size and forecast

### 8.4. EDUCATION

- 8.4.1. Key market trends
- 8.4.2. Key growth factors and opportunities
- 8.4.3. Market size and forecast

### 8.5. HEALTHCARE

- 8.5.1. Key market trends
- 8.5.2. Key growth factors and opportunities
- 8.5.3. Market size and forecast

### 8.6. HOSPITALITY

- 8.6.1. Key market trends
- 8.6.2. Key growth factors and opportunities
- 8.6.3. Market size and forecast

### 8.7. TRANSPORTATION

- 8.7.1. Key market trends
- 8.7.2. Key growth factors and opportunities



8.7.3. Market size and forecast

## 8.8. RETAIL

8.8.1. Key market trends

8.8.2. Key growth factors and opportunities

8.8.3. Market size and forecast

## 8.9. OTHERS

8.9.1. Key market trends

8.9.2. Key growth factors and opportunities

8.9.3. Market size and forecast

# CHAPTER 9 GEOGRAPHIC ANALYSIS

## 9.1. INTRODUCTION

### 9.2. NORTH AMERICA

9.2.1. Key market trends

9.2.2. Key growth factors and opportunities

9.2.3. Market size and forecast

9.2.3.1. North America Wi-Fi hotspot market, by offering

9.2.3.2. North America Wi-Fi hotspot market, by end user

9.2.3.1. North America Wi-Fi hotspot market, by verticals

### 9.3. EUROPE

9.3.1. Key market trends

9.3.2. Key growth factors and opportunities

9.3.3. Market size and forecast

9.3.3.1. Europe Wi-Fi hotspot market, by offering

9.3.3.2. Europe Wi-Fi hotspot market, by end user

9.3.3.1. Europe Wi-Fi hotspot market, by verticals

### 9.4. ASIA-PACIFIC

9.4.1. Key Market trends

9.4.2. Key growth factors and opportunities

9.4.3. Market size and forecast

9.4.3.1. Asia-Pacific Wi-Fi hotspot market, by offering

9.4.3.1. Asia-Pacific Wi-Fi hotspot market, by end user

9.4.3.1. Asia-Pacific Wi-Fi hotspot market, by end user

### 9.5. MIDDLE EAST & AFRICA (MEA)

9.5.1. Key market trends

9.5.2. Key growth factors and opportunities

9.5.3. Market size and forecast

9.5.3.1. MEA Wi-Fi hotspot market, by offering

9.5.3.1. MEA Wi-Fi hotspot market, by end user

9.5.3.1. MEA Wi-Fi hotspot market, by verticals

## 9.6. LATIN AMERICA

9.6.1. Key market trends

9.6.2. Key growth factors and opportunities

9.6.3. Market size and forecast

9.6.3.1. Latin America Wi-Fi Hotspot Market, by offering

9.6.3.1. Latin America Wi-Fi Hotspot Market, by end user

9.6.3.1. Latin America Wi-Fi Hotspot Market, by verticals

## CHAPTER 10 COMPANY PROFILE

### 10.1. APTILO NETWORKS AB

10.1.1. Business Overview

10.1.2. Company snapshot

10.1.3. Products

10.1.4. Key strategies

10.1.5. Recent Developments

10.1.6. AMR View

### 10.2. BOINGO WIRELESS, INC.

10.2.1. Business Overview

10.2.2. Company snapshot

10.2.3. Products

10.2.4. Key strategies

10.2.5. Recent Developments

10.2.6. AMR View

### 10.3. BROCADE COMMUNICATIONS SYSTEMS, INC. (RUCKUS WIRELESS)

10.3.1. Business Overview

10.3.2. Company snapshot

10.3.3. Products

10.3.4. Key strategies

10.3.5. Recent Developments

10.3.6. AMR View

### 10.4. CISCO SYSTEMS INC.

10.4.1. Business Overview

10.4.2. Company snapshot

10.4.3. Products

10.4.4. Key strategies

10.4.5. Recent Developments

10.4.6. AMR View

## 10.5. HEWLETT PACKARD ENTERPRISE COMPANY (ARUBA NETWORKS)

10.5.1. Business Overview

10.5.2. Company snapshot

10.5.3. Products

10.5.4. Key strategies

10.5.5. Recent Developments

10.5.6. AMR View

## 10.6. HUAWEI TECHNOLOGIES CO. LTD.

10.6.1. Business Overview

10.6.2. Company snapshot

10.6.3. Products

10.6.4. Key strategies

10.6.5. Recent Developments

10.6.6. AMR View

## 10.7. IPASS, INC.

10.7.1. Business Overview

10.7.2. Company snapshot

10.7.3. Products

10.7.4. Key strategies

10.7.5. Recent Developments

10.7.6. AMR View

## 10.8. NETGEAR INC.

10.8.1. Business Overview

10.8.2. Company snapshot

10.8.3. Products

10.8.4. Key strategies

10.8.5. Recent Developments

10.8.6. AMR View

## 10.9. NOKIA CORPORATION (ALCATEL-LUCENT S.A.)

10.9.1. Business Overview

10.9.2. Company snapshot

10.9.3. Products

10.9.4. Key strategies

10.9.5. Recent Developments

10.9.6. AMR View

## 10.10. TELEFONAKTIEBOLAGET LM ERICSSON

10.10.1. Business Overview

10.10.2. Company snapshot

10.10.3. Products

10.10.4. Key strategies

10.10.5. Recent Developments

10.10.6. AMR View

## List Of Tables

### LIST OF TABLES

TABLE 1. WI-FI HOTSPOT MARKET FOR COMPONENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 2. WI-FI HOTSPOT MARKET FOR WIRELESS HOTSPOT GATEWAYS, BY REGION, 2016-2023 (\$MILLION)

TABLE 3. WI-FI HOTSPOT MARKET FOR WIRELESS HOTSPOT CONTROLLERS, BY REGION, 2016-2023 (\$MILLION)

TABLE 4. WI-FI HOTSPOT MARKET FOR MOBILE HOTSPOT DEVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 5. WI-FI HOTSPOT MARKET FOR SOFTWARE, BY REGION, 2016-2023 (\$MILLION)

TABLE 6. WI-FI HOTSPOT MARKET FOR CENTRALIZED HOTSPOT MANAGEMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 7. WI-FI HOTSPOT MARKET FOR WI-FI SECURITY SOFTWARE, BY REGION, 2016-2023 (\$MILLION)

TABLE 8. WI-FI HOTSPOT MARKET FOR WI-FI HOTSPOT BILLING SOFTWARE, BY REGION, 2016-2023 (\$MILLION)

TABLE 9. WI-FI HOTSPOT MARKET FOR CLOUD BASED HOTSPOT MANAGEMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 10. WI-FI HOTSPOT MARKET FOR SERVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 11. WI-FI HOTSPOT MARKET FOR PROFESSIONAL SERVICE, BY REGION, 2016-2023 (\$MILLION)

TABLE 12. WI-FI HOTSPOT MARKET FOR INSTALLATION AND INTEGRATION SERVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 13. WI-FI HOTSPOT MARKET FOR CONSULTING SERVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 14. WI-FI HOTSPOT MARKET FOR MANAGED SERVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 15. WI-FI HOTSPOT MARKET BY END USER, 2016-2023 (\$MILLION)

TABLE 16. WI-FI HOTSPOT MARKET FOR COMMUNICATION SERVICE PROVIDERS AND NETWORK OPERATORS, BY REGION, 2016-2023 (\$MILLION)

TABLE 17. WI-FI HOTSPOT MARKET FOR ENTERPRISE, BY REGION, 2016-2023 (\$MILLION)

TABLE 18. WI-FI HOTSPOT MARKET FOR GOVERNMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 19. GLOBAL WI-FI HOTSPOT MARKET, BY VERTICAL, 2016-2023  
(\$MILLION)

TABLE 20. WI-FI HOTSPOT MARKET FOR TELECOM & IT VERTICAL, BY REGION,  
2016-2023 (\$MILLION)

TABLE 21. WI-FI HOTSPOT MARKET FOR FINANCIAL SERVICES VERTICAL, BY  
REGION, 2016-2023 (\$MILLION)

TABLE 22. WI-FI HOTSPOT MARKET FOR EDUCATION VERTICAL, BY REGION,  
2016-2023 (\$MILLION)

TABLE 23. WI-FI HOTSPOT MARKET FOR HEALTHCARE VERTICAL, BY REGION,  
2016-2023 (\$MILLION)

TABLE 24. WI-FI HOTSPOT MARKET FOR HOSPITALITY VERTICAL, BY REGION,  
2016-2023 (\$MILLION)

TABLE 25. WI-FI HOTSPOT MARKET FOR TRANSPORTATION VERTICAL, BY  
REGION, 2016-2023 (\$MILLION)

TABLE 26. WI-FI HOTSPOT MARKET FOR RETAIL VERTICAL, BY REGION,  
2016-2023 (\$MILLION)

TABLE 27. WI-FI HOTSPOT MARKET FOR OTHER VERTICALS, BY REGION,  
2016-2023 (\$MILLION)

TABLE 28. NORTH AMERICA WI-FI HOTSPOT MARKET BY OFFERING, 2016-2023  
(\$MILLION)

TABLE 29. NORTH AMERICA WI-FI HOTSPOT MARKET BY END USER, 2016-2023  
(\$MILLION)

TABLE 30. NORTH AMERICA WI-FI HOTSPOT MARKET BY VERTICALS, 2016-2023  
(\$MILLION)

TABLE 31. EUROPE WI-FI HOTSPOT MARKET BY OFFERING, 2016-2023  
(\$MILLION)

TABLE 32. EUROPE WI-FI HOTSPOT MARKET BY END USER, 2016-2023  
(\$MILLION)

TABLE 33. EUROPE WI-FI HOTSPOT MARKET BY VERTICALS, 2016-2023  
(\$MILLION)

TABLE 34. ASIA-PACIFIC WI-FI HOTSPOT MARKET BY OFFERING, 2016-2023  
(\$MILLION)

TABLE 35. ASIA-PACIFIC WI-FI HOTSPOT MARKET BY END USER, 2016-2023  
(\$MILLION)

TABLE 36. ASIA-PACIFIC WI-FI HOTSPOT MARKET BY VERTICALS, 2016-2023  
(\$MILLION)

TABLE 37. MEA WI-FI HOTSPOT MARKET BY OFFERING, 2016-2023 (\$MILLION)

TABLE 38. MEA WI-FI HOTSPOT MARKET BY END USER, 2016-2023 (\$MILLION)

TABLE 39. MEA WI-FI HOTSPOT MARKET BY VERTICALS, 2016-2023 (\$MILLION)

TABLE 40. LATIN AMERICA WI-FI HOTSPOT MARKET BY OFFERING, 2016-2023  
(\$MILLION)

TABLE 41. LATIN AMERICA WI-FI HOTSPOT MARKET BY END USER, 2016-2023  
(\$MILLION)

TABLE 42. LATIN AMERICA WI-FI HOTSPOT MARKET BY VERTICALS, 2016-2023  
(\$MILLION)

TABLE 43. APTILO: COMPANY SNAPSHOT

TABLE 44. APTILO: PRODUT PORTFOLIO

TABLE 45. BOINGO: COMPANY SNAPSHOT

TABLE 46. BOINGO: PRODUT PORTFOLIO

TABLE 47. BROCADE: COMPANY SNAPSHOT

TABLE 48. BROCADE: PRODUT PORTFOLIO

TABLE 49. CISCO: COMPANY SNAPSHOT

TABLE 50. CISCO: PRODUT PORTFOLIO

TABLE 51. HPE: COMPANY SNAPSHOT

TABLE 52. HPE: PRODUT PORTFOLIO

TABLE 53. HUAWEI: COMPANY SNAPSHOT

TABLE 54. HUAWEI: PRODUT PORTFOLIO

TABLE 55. IPASS: COMPANY SNAPSHOT

TABLE 56. IPASS: PRODUT PORTFOLIO

TABLE 57. NETGEAR: COMPANY SNAPSHOT

TABLE 58. NETGEAR: PRODUT PORTFOLIO

TABLE 59. NOKIA: COMPANY SNAPSHOT

TABLE 60. NOKIA: PRODUT PORTFOLIO

TABLE 61. ERICSSON: COMPANY SNAPSHOT

TABLE 62. ERICSSON: PRODUT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 1. MARKET SEGMENTATION: WI-FI HOTSPOT MARKET
- FIGURE 2. NEW PRODUCT LAUNCHES IN WI-FI HOTSPOT MARKET, 2015-2017
- FIGURE 3. AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES IN WI-FI HOTSPOT MARKET, 2015-2017
- FIGURE 4. MERGERS & ACQUISITIONS IN WI-FI HOTSPOT MARKET, 2015-2017
- FIGURE 5. ECOSYSTEM OF WI-FI HOTSPOT MARKET
- FIGURE 6. LOW-TO-MODERATE BARGAINING POWER OF BUYERS
- FIGURE 7. LOW BARGAINING POWER OF SUPPLIERS
- FIGURE 8. HIGH DEGREE OF COMPETITION
- FIGURE 9. HIGH THREAT OF NEW ENTRANTS
- FIGURE 10. HIGH THREAT OF SUBSTITUTES
- FIGURE 11. MARKET SHARE ANALYSIS, 2015
- FIGURE 12. DRIVERS
- FIGURE 13. RESTRAINTS
- FIGURE 14. OPPORTUNITIES
- FIGURE 15. WIRELESS HOTSPOT GATEWAYS IS COVERING THE MAXIMUM GROWTH OF WI-FI HOTSPOT COMPONENT MARKET (2017 VS. 2017)
- FIGURE 16. WIRELESS HOTSPOT GATEWAYS LEADS THE MARKET
- FIGURE 17. CENTRALIZED HOTSPOT MANAGEMENT IS EXPECTED TO DOMINATE THE MARKET
- FIGURE 18. THE GROWING INTERNET AND MOBILE SERVICES ARE DRIVING THE DEMAND OF WI-FI HOTSPOT IN APAC



## I would like to order

Product name: Wi-Fi Hotspot Market by Offerings (Component, Software, and Services), End User (Communication Service Provider & Network Operators, Enterprises, and Government), and Vertical (Telecom and IT, Financial services, Education, Healthcare, Hospitality, Transportation, Retail, and Others) - Global Opportunity Analysis and Industry Forecast, 2016-2023

Product link: <https://marketpublishers.com/r/W3663C2EB36EN.html>

Price: US\$ 5,370.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W3663C2EB36EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970