

# **Global Captive Portal Market Size study & Forecast, by Offering (Platform, Services), by End-Use (Travel & Transportation, Hospitality & Leisure, Coworking Spaces, Shopping Malls & Retail Outlets, Entertainment, ISPs, Other End-Use) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Captive Portal Market is valued at approximately USD 0.8 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 13.4% over the forecast period 2023-2030. A captive portal is a web page or network gateway that controls access to a public or private network, typically a Wi-Fi network. It acts as an intermediary between users and the network, requiring users to authenticate or agree to terms and conditions before gaining internet access. Captive portals are commonly used in venues such as hotels, airports, and coffee shops to provide secure, customized, and monitored connectivity, while also serving as a platform for businesses to engage with users, collect data, and deliver personalized content or promotions. The driving factors boosting the market growth are the increasing number of smart devices and IoT devices and the growing emphasis on customer engagement and data collection. Smart devices that are connected with a captive portal refer to devices that require authentication or user interaction through a captive portal to access a network or the internet. A captive portal is a web page that appears when a user connects to a public or restricted network, prompting them to provide credentials or agree to terms of service before gaining full access.

According to Statista, the IoT market is anticipated to witness significant growth, with revenue projected to reach USD 1,177.00 billion in 2023. Furthermore, it is expected to exhibit a CAGR of 13.60% during the period of 2023-2028, resulting in a market volume

of USD 2,227.00 billion by 2028. Moreover, the increasing demand for guest wi-fi services and integration with marketing automation and CRM systems may create abundant opportunities in the market. However, the competition from alternative authentication methods such as social media logins, SMS authentication, or mobile apps and limited customization and user experience stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Captive Portal Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to the strong technological infrastructure and early adoption of emerging technologies, high demand for guest Wi-Fi services, and focus on data-driven marketing strategies and customer engagement. Asia Pacific is expected to become the fastest growing region during the forecast period, owing to factors such as rapid digital transformation, strong emphasis on data-driven marketing, and huge investments in smart city initiatives.

Major market player included in this report are:

Cisco Systems, Inc.

Aruba Networks

Ruckus Networks

Huawei Technologies Co., Ltd.

Extreme Networks

Purple Wifi

Aptilo Networks AB

Sangfor Technologies Inc.

Nexnet Solutions

Satcom Direct, Inc.

Recent Developments in the Market:

In December 2022, Purple entered a strategic partnership with PBI, an airport (name withheld), to collect feedback from travelers. This collaboration aims to gather valuable insights regarding travelers' preferences for new amenities and services at the airport, as well as their motivations for travel.

In November 2022, Purple and the Dallas Area Rapid Transit (DART) established a lasting business partnership aimed at acquiring essential contacts and demographic data. This collaboration aims to enhance their understanding of customers, enabling them to communicate more effectively in the future.

Global Captive Portal Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Offering, End-Use, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Offering:

Platform

Services

By End-Use:

Travel & Transportation

Hospitality & Leisure

Coworking Spaces

Shopping Malls & Retail Outlets

Entertainment

ISPs

Other End-Use

By Region:

North America

U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Latin America  
Brazil  
Mexico

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Captive Portal Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Captive Portal Market, by Offering, 2020-2030 (USD Billion)
  - 1.2.3. Captive Portal Market, by End-Use, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL CAPTIVE PORTAL MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL CAPTIVE PORTAL MARKET DYNAMICS

- 3.1. Captive Portal Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing number of smart devices and IoT devices
    - 3.1.1.2. Growing emphasis on customer engagement and data collection
  - 3.1.2. Market Challenges
    - 3.1.2.1. Competition from alternative authentication methods
    - 3.1.2.2. Limited customization and user experience
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing demand for Guest Wi-Fi Services
    - 3.1.3.2. Integration with Marketing Automation and CRM Systems

### CHAPTER 4. GLOBAL CAPTIVE PORTAL MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL CAPTIVE PORTAL MARKET, BY OFFERING**

- 5.1. Market Snapshot
- 5.2. Global Captive Portal Market by Offering, Performance - Potential Analysis
- 5.3. Global Captive Portal Market Estimates & Forecasts by Offering 2020-2030 (USD Billion)
- 5.4. Captive Portal Market, Sub Segment Analysis
  - 5.4.1. Platform
  - 5.4.2. Services

## **CHAPTER 6. GLOBAL CAPTIVE PORTAL MARKET, BY END-USE**

- 6.1. Market Snapshot
- 6.2. Global Captive Portal Market by End-Use, Performance - Potential Analysis
- 6.3. Global Captive Portal Market Estimates & Forecasts by End-Use 2020-2030 (USD Billion)
- 6.4. Captive Portal Market, Sub Segment Analysis
  - 6.4.1. Travel & Transportation
  - 6.4.2. Hospitality & Leisure
  - 6.4.3. Coworking Spaces

- 6.4.4. Shopping Malls & Retail Outlets
- 6.4.5. Entertainment
- 6.4.6. ISPs
- 6.4.7. Other End-Use

## **CHAPTER 7. GLOBAL CAPTIVE PORTAL MARKET, REGIONAL ANALYSIS**

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. Captive Portal Market, Regional Market Snapshot
- 7.4. North America Captive Portal Market
  - 7.4.1. U.S. Captive Portal Market
    - 7.4.1.1. Offering breakdown estimates & forecasts, 2020-2030
    - 7.4.1.2. End-Use breakdown estimates & forecasts, 2020-2030
  - 7.4.2. Canada Captive Portal Market
- 7.5. Europe Captive Portal Market Snapshot
  - 7.5.1. U.K. Captive Portal Market
  - 7.5.2. Germany Captive Portal Market
  - 7.5.3. France Captive Portal Market
  - 7.5.4. Spain Captive Portal Market
  - 7.5.5. Italy Captive Portal Market
  - 7.5.6. Rest of Europe Captive Portal Market
- 7.6. Asia-Pacific Captive Portal Market Snapshot
  - 7.6.1. China Captive Portal Market
  - 7.6.2. India Captive Portal Market
  - 7.6.3. Japan Captive Portal Market
  - 7.6.4. Australia Captive Portal Market
  - 7.6.5. South Korea Captive Portal Market
  - 7.6.6. Rest of Asia Pacific Captive Portal Market
- 7.7. Latin America Captive Portal Market Snapshot
  - 7.7.1. Brazil Captive Portal Market
  - 7.7.2. Mexico Captive Portal Market
- 7.8. Middle East & Africa Captive Portal Market
  - 7.8.1. Saudi Arabia Captive Portal Market
  - 7.8.2. South Africa Captive Portal Market
  - 7.8.3. Rest of Middle East & Africa Captive Portal Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Cisco Systems, Inc.
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Recent Developments
  - 8.3.2. Aruba Networks
  - 8.3.3. Ruckus Networks
  - 8.3.4. Huawei Technologies Co., Ltd.
  - 8.3.5. Extreme Networks
  - 8.3.6. Purple Wifi
  - 8.3.7. Aptilo Networks AB
  - 8.3.8. Sangfor Technologies Inc.
  - 8.3.9. Nexnet Solutions
  - 8.3.10. Satcom Direct, Inc.

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

### 12. List of Tables

TABLE 1. Global Captive Portal Market, report scope

TABLE 2. Global Captive Portal Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Captive Portal Market estimates & forecasts by Offering 2020-2030 (USD Billion)

TABLE 4. Global Captive Portal Market estimates & forecasts by End-Use 2020-2030



(USD Billion)

TABLE 5. Global Captive Portal Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 6. Global Captive Portal Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 7. Global Captive Portal Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 8. Global Captive Portal Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 9. Global Captive Portal Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 10. Global Captive Portal Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 11. Global Captive Portal Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 12. Global Captive Portal Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 13. Global Captive Portal Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 14. Global Captive Portal Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 15. U.S. Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Captive Portal Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 17. U.S. Captive Portal Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 18. Canada Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19. Canada Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. Canada Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. UK Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. UK Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. Germany Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25. Germany Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. France Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. China Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Captive Portal Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 48. South Korea Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Captive Portal Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67. South Africa Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Captive Portal Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. 12. List of secondary sources, used in the study of global Captive Portal Market

TABLE 70. 12. List of primary sources, used in the study of global Captive Portal Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

12. List of tables and figures and dummy in nature, final lists may vary in the final deliverable

12. List of figures

FIG 1. Global Captive Portal Market, research methodology

FIG 2. Global Captive Portal Market, Market estimation techniques

FIG 3. Global Market size estimates & forecast methods

FIG 4. Global Captive Portal Market, key trends 2022

FIG 5. Global Captive Portal Market, growth prospects 2023-2030

FIG 6. Global Captive Portal Market, porters 5 force model

FIG 7. Global Captive Portal Market, pest analysis

FIG 8. Global Captive Portal Market, value chain analysis

FIG 9. Global Captive Portal Market by segment, 2020 & 2030 (USD Billion)

FIG 10. Global Captive Portal Market by segment, 2020 & 2030 (USD Billion)

FIG 11. Global Captive Portal Market by segment, 2020 & 2030 (USD Billion)

FIG 12. Global Captive Portal Market by segment, 2020 & 2030 (USD Billion)

FIG 13. Global Captive Portal Market by segment, 2020 & 2030 (USD Billion)

FIG 14. Global Captive Portal Market, regional snapshot 2020 & 2030

FIG 15. North America Captive Portal Market 2020 & 2030 (USD Billion)

FIG 16. Europe Captive Portal Market 2020 & 2030 (USD Billion)

FIG 17. Asia pacific Captive Portal Market 2020 & 2030 (USD Billion)

FIG 18. Latin America Captive Portal Market 2020 & 2030 (USD Billion)

FIG 19. Middle East & Africa Captive Portal Market 2020 & 2030 (USD Billion)

12. List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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