

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

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