

# **Global Network Optimization Services Market Size study, by Service (Implementation, Consulting, Support and maintenance), by Application (Local networks optimization, WAN optimization, RAN optimization, Data center optimization), by Deployment Type (On-premises, Cloud), by Organization Size (Small and Medium-sized Enterprises, Large enterprises), by Vertical (Banking, Financial Services, and Insurance, Telecom, Government and defense, Transportation and logistics, Travel and tourism, Manufacturing, Consumer goods and retail, Media and entertainment, Energy and utility, Healthcare and life sciences, Education, Information Technology, Others)and Regional Forecasts 2021-2027**

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## **Abstracts**

Global network optimization services market is valued approximately at \$7.4 billion in 2020 and is anticipated to grow with a healthy growth rate of about 13.7 % over the forecast period 2021-2027. Network optimization services refer to the set of practices adopted to improve performance of the network. Different techniques and tools can be used to improve and monitor the network performance including minimizing latency, load balancing, bandwidth management and packet loss monitoring. The global network optimization services market is being driven by increasing number of branch offices and

data centers and growth in the usage of IP video and virtualization. Furthermore, technological advancements in network infrastructure will provide new opportunities for the global network optimization services industry. According to Statista, the market revenue of colocation data center across the globe is expected to increase from \$31.39 billion in 2019 to approximately \$58.28 billion in 2025. Such increase in the data centers is expected to increase the adoption of network optimization services to enhance performance and efficiency and is expected to drive the market growth during the forecast period. However, high capex investment and budgetary constraints on IT investments may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global network optimization services market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region across the world in terms of market share due to factors such as increase in the number of branch offices and data centers, technological advancements, relatively lower infrastructure costs, etc. Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to factors such as rising demand for IP video and virtualization majorly in countries such as Japan, India, and China etc. in the region.

Major market player included in this report are:

Riverbed Technology

NetScout Systems

SolarWinds

Cisco

Huawei

Nokia Corporation

ZTE

InfoVista

Citrix

Circadence

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Service:

Implementation

Consulting

Support and maintenance

By Application:

Local networks optimization

WAN optimization

RAN optimization

Data center optimization

By Deployment Type:

On-premises

Cloud

By Organization Size:

Small and Medium-sized Enterprises (SMEs)

Large enterprises

By Vertical:

Banking, Financial Services, and Insurance

Telecom

Government and defense

Transportation and logistics

Travel and tourism

Manufacturing

Consumer goods and retail

Media and entertainment

Energy and utility

Healthcare and life sciences

Education

Information Technology (IT)

Others

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Network Optimization Services Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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