

# **Global Web Performance Optimization (WPO) Solution Market Size study, by Solution (Software, Services) by Deployment Type (On-premises, Cloud-based) by end use industries (BFSI, IT and Telecom, Retail, Automotive, Government, Healthcare) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Web Performance Optimization (WPO) Solution Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. Web Performance Optimization (WPO) Solution deals with the monitoring and analyzing of effectiveness of the web application performance. It helps in improving the user experience and to makes it much more effective and visible. It is widely employed in various industries like BFSI, Retail and Healthcare etc. Growing E- Commerce market and increasing internet penetration are key drivers for the growth of Web Performance Optimization (WPO) Solution market. According to The United Nations Conference on Trade and Development (UNCTAD) global e-commerce sales jumped to USD 26.7 trillion in 2019, up 4% from USD 25.7 Trillion in year 2018. Also, with the increasing adoption of online retail and rising digital acceleration owing to covid 19 pandemic the demand for Web Performance Optimization (WPO) Solution is likely to increase the market growth during the forecast period. However, high initial investment in deployment of Web Performance Optimization (WPO) Solution impedes the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Web Performance Optimization (WPO) Solution market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading/significant region across the world in

terms of market share owing to increasing technological advancements and presence of leading market players in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as increasing penetration of internet in rural areas of India and rising e-commerce industry in the region would create lucrative growth prospects for the Web Performance Optimization (WPO) Solution market across Asia-Pacific region.

Major market player included in this report are:

Akamai  
ZenQ  
CA Technologies  
ThousandEyes  
Cavison  
New Relic  
CDNetworks  
Neustar  
Cloudflare  
Netmagic

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 Solution:

Software  
Services

By Deployment Type:

On-premises  
Cloud-Based

By End Use Industries:

BFSI  
IT and Telecom  
Retail  
Automotive  
Government

Healthcare

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 Web Performance Optimization (WPO) Solution 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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