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Network-as-a-Service (NaaS) Market Size, Share, and Analysis, By Component (Hardware, Software, Services), By Application (Consumer, Enterprise, Government), By End-User (Telecom Operators, Media Companies, Enterprises, Others), By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America) and Regional Forecast 2026–2035

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Abstracts

Network-as-a-Service (NaaS) Market was valued at USD $1.50 billion in 2026 and is projected to reach USD $12.89 billion by 2035, registering a CAGR of 27.0% across the forecast period. The Network-as-a-Service (NaaS) Market continues to expand as rising cross-industry adoption, expanding regulatory clarity, and growing capital investment across both developed and emerging markets reshape demand across the value chain.

“Hardware is projected to hold the largest share of the Network-as-a-Service (NaaS) Market through 2035.” This segment continues to gain traction owing to strong existing adoption, favorable total cost of ownership, and vendors bundling advisory and integration services around it to lengthen customer relationships within the Network-as-a-Service (NaaS) Market.

“Telecom Operators is likely to remain the leading end-user segment of the Network-as-a-Service (NaaS) Market.” Budget cycles among these buyers are lengthening as procurement teams weigh total cost of ownership more heavily than upfront price, reshaping how vendors package and price network-as-a-service (naas) offerings for 2026-2035.

“Middle East is projected to be the fastest-growing region in the network-as-a-

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service (naas) market between 2026 and 2035." Middle East outpaces other regions on the back of sovereign-backed diversification strategies, large infrastructure pipelines, and rising foreign direct investment.

Market Segmentation:

By Component: Hardware, Software, Services

By Application: Consumer, Enterprise, Government

By End-User: Telecom Operators, Media Companies, Enterprises, Others

By Region: North America, Europe, Asia-Pacific, Middle East & Africa, Latin America

This report on the Network-as-a-Service (NaaS) Market combines primary and secondary research, triangulated using a bottom-up and top-down approach. Secondary research (~55% of data inputs) drew on paid industry databases, company filings, regulatory data, and trade association statistics. Primary research (~45%) consisted of structured expert interviews with senior executives, product managers, and channel partners across the value chain, used to validate assumptions and surface trends not visible in published data.

Primary interviews substantiate the findings: By Company Type – Tier 1 38%, Tier 2 32%, Tier 3 30%; By Designation – C-level 34%, Directors 27%, Others 39%; By Region – North America 33%, Europe 18%, Asia Pacific 31%, Middle East & Africa 10%, South America 8%.

Key Players active in the Network-as-a-Service (NaaS) Market:

AT&T Inc.

Verizon Communications

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Nokia Corporation

Ericsson

Huawei Technologies

Netflix Inc.

The Walt Disney Company

Strategies observed across these players span product innovation, capacity expansion, and partnerships with channel and technology allies to defend share as new entrants emerge.

Research Coverage: The study defines, segments, and forecasts the Network-as-a-Service (NaaS) Market by component, application, end-user, and region, with qualitative insight into regulatory context, supply-chain dynamics, pricing trends, and competitive positioning.

Key Benefits of Buying the Report: (1) Identify growth pockets aligned with 2026-2035 demand signals across the Network-as-a-Service (NaaS) Market; (2) Understand the drivers and restraints shaping adoption through the forecast period; (3) Size opportunities in underpenetrated segments and geographies; (4) Anticipate execution risks tied to regulatory shifts and procurement-cycle timing.

Market Developments: The period 2026-2035 is characterized by consolidation among established players, rising investment from new entrants targeting adjacent price tiers, and growing buyer preference for vendors offering integrated, service-attached network-as-a-service (naas) solutions.

Fatpos Global – Why You Should Purchase This Network-as-a-Service (NaaS) Market Report: Access decision-grade analytics built on triangulated primary and secondary research; benchmark competitors with comparative scorecards; and translate insights into sales narratives and partnership plays that improve win rates.

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