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Global Network Traffic Analytics Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Network Traffic Analytics market size was valued at USD 2268.8 million in 2023 and is forecast to a readjusted size of USD 3814.3 million by 2030 with a CAGR of 7.7% during review period.

Network traffic analytics market is driven by the rapid increase in data traffic arising due to growing trends of cloud computing, AI, IoT, and increased access to the internet worldwide. This rapidly changing digital infrastructure enables security hackers to steal critical information, leading to cyber thefts. Moreover, the inherent need of the consumer to connect with the world has led to an expansion of social networking sites. For instance, in 2017, Facebook had a global user base of 2 billion followed by YouTube and WhatsApp with 1.5 and 1.2 billion respectively. This high dependence on the social networking websites has supported the malicious invaders to extract valuable personal information from vulnerable users. Hence, to curb the growing theft, organizations are encouraged to adopt network traffic analytics solutions.

The Global Info Research report includes an overview of the development of the Network Traffic Analytics industry chain, the market status of BFSI (On-Premise Deployment Model, Cloud-Based Deployment Model), IT & Telecom (On-Premise Deployment Model, Cloud-Based Deployment Model), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Network Traffic Analytics.

Regionally, the report analyzes the Network Traffic Analytics markets in key regions. North America and Europe are experiencing steady growth, driven by government

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initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Network Traffic Analytics market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Network Traffic Analytics market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Network Traffic Analytics industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premise Deployment Model, Cloud-Based Deployment Model).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Network Traffic Analytics market.

Regional Analysis: The report involves examining the Network Traffic Analytics market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Network Traffic Analytics market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Network Traffic Analytics:

Company Analysis: Report covers individual Network Traffic Analytics players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

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Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Network Traffic Analytics This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, IT & Telecom).

Technology Analysis: Report covers specific technologies relevant to Network Traffic Analytics. It assesses the current state, advancements, and potential future developments in Network Traffic Analytics areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Network Traffic Analytics market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Network Traffic Analytics market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

On-Premise Deployment Model

Cloud-Based Deployment Model

Market segment by Application

BFSI

IT & Telecom

Healthcare

Education

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Retail

Energy

Utilities

Market segment by players, this report covers

Cisco

Microsoft Corporation

IBM

Symantec

Juniper Networks

Nokia Networks

Kentik

Flowmon

Plixer

SolarWinds

Allot Communication

Accenture

Bradford Networks

Ascom Holding

Palo Alto Networks

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Huawei

Netreo, Inc

Genie Networks

Zenoss

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Network Traffic Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Network Traffic Analytics, with revenue, gross margin and global market share of Network Traffic Analytics from 2019 to 2024.

Chapter 3, the Network Traffic Analytics competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

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revenue and market share for key countries in the world, from 2019 to 2024.and Network Traffic Analytics market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Network Traffic Analytics.

Chapter 13, to describe Network Traffic Analytics research findings and conclusion.

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