

# Global Wi-Fi as a Service Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Wi-Fi as a Service market size is expected to reach \$ 24128 million by 2032, rising at a market growth of 12.5% CAGR during the forecast period (2026-2032).

Wi-Fi as a Service refers to a subscription-based model in which enterprises outsource the deployment, management, monitoring, and optimization of wireless networks to specialized service providers. By leveraging cloud-managed platforms, WaaS enables simplified operations, predictable costs, enhanced security, and scalable performance across distributed locations. The industry typically maintains a gross margin range of 45%?70%, supported by recurring subscription revenue, centralized cloud management, high customer retention, and value-added analytics and security services. The ecosystem includes upstream network hardware and cloud infrastructure, midstream WaaS platform and managed service providers, and downstream users across enterprises, retail chains, hospitality groups, education institutions, healthcare facilities, and public venues.

The Wi-Fi as a Service (WaaS) market has been experiencing significant growth in recent years and is expected to continue this trend in the coming years. WaaS refers to the outsourcing of Wi-Fi network management to a third-party service provider, allowing businesses to enjoy reliable and secure wireless connectivity without the need for internal IT resources. There are several factors driving the growth of the WaaS market. Firstly, the increasing adoption of Bring Your Own Device (BYOD) policies in workplaces and the growing number of mobile devices have created a higher demand for robust and scalable Wi-Fi solutions. WaaS offers businesses the flexibility to meet these demands without the need for large upfront investments in infrastructure.

This report studies the global Wi-Fi as a Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Wi-Fi as a Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth,

considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Wi-Fi as a Service that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Wi-Fi as a Service total market, 2021-2032, (USD Million)

Global Wi-Fi as a Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Wi-Fi as a Service total market, key domestic companies, and share, (USD Million)

Global Wi-Fi as a Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Wi-Fi as a Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Wi-Fi as a Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Wi-Fi as a Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Cisco Systems (Meraki), HPE Aruba, Juniper Networks (Mist), Fortinet, Extreme Networks, Ruckus Networks, Cambium Networks, Ubiquiti, TP-Link (Omada), LANCOM Systems, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Wi-Fi as a Service market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Wi-Fi as a Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Wi-Fi as a Service Market, Segmentation by Type:

Indoor

Outdoor

Global Wi-Fi as a Service Market, Segmentation by Service Model:

Fully Managed Service

Co-Managed Service

Cloud-Managed Subscription

Global Wi-Fi as a Service Market, Segmentation by Network Scale:

Small Sites (

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