

# **Load Balancer Market Size, Share & Trends Analysis Report By Component (Hardware, Software), By Service (Training & Consulting, Integration & Deployment), By Type, By Deployment, By Enterprise Size, By End Use, By Region, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **Load Balancer Market Growth & Trends**

The global load balancer market size is expected to reach USD 16.14 billion by 2030, growing at a CAGR of 15.9% from 2024 to 2030, according to a new study by Grand View Research, Inc., The growing demand for data centers, cloud-based load-balancing services, and server virtualization are major drivers likely to create significant opportunities in the market. Additionally, favourable government initiatives and increased investments in digitization are further propelling market growth. For instance, the Indian Railway Catering and Tourism Corporation (IRCTC) has experienced a notable rise in online transactions due to increased web traffic, highlighting the need for robust load balancing solutions. Key industry players are investing in network infrastructure development, which is driving the demand for efficient load balancers. Consequently, the market is expected to see substantial growth during the forecast period.

The rising usage of connected devices has driven up the demand for load balancers, significantly contributing to market growth. Increased traffic in retail spaces, fuelled by the rapid expansion of e-commerce giants like Amazon and Flipkart (Walmart), is a

key factor in this trend. High-profile sales events, such as Flipkart's Big Billion Day sale, attract substantial end-user traffic, necessitating load-balancing technologies to prevent server overloads. E-commerce platforms utilize these technologies to monitor and manage network traffic effectively. Furthermore, the development of platform-based applications and the emergence of software network technologies have bolstered the market growth. For instance, Cloud Load Balancing (CLB) distributes the load among all nodes in a data center to optimize resource utilization. The adoption of these solutions presents lucrative opportunities for market growth.

The adoption of load balancing has surged due to its ability to optimize resource consumption, data delivery, and response times for organizations managing high-traffic websites, applications, or databases. Load balancing ensures that user requests are processed swiftly and accurately in high-traffic scenarios, preventing users from experiencing slow applications and resources. Beyond managing traffic and enhancing efficiency, load balancing provides the flexibility to add or remove servers as needed. This ensures high accessibility and reliability by directing requests solely to active servers. This capability is expected to significantly drive the growth of the market during the forecast period.

### Load Balancer Market Report Highlights

The software segment is expected to witness a CAGR of 16.8% during the forecast period. The increasing adoption of cloud computing and virtualization technologies is driving the demand for flexible and scalable load-balancing solutions. As businesses migrate their applications to the cloud and embrace hybrid cloud environments, the need for software-based load balancers that can dynamically adjust to changing workloads becomes paramount.

The support and maintenance segment is expected to garner a CAGR of 19.3% during the forecast period. Outsourcing support and maintenance to third-party providers presents an external alternative for managing IT systems and hardware comprehensively, thereby alleviating concerns about maintaining the entire IT infrastructure amidst market disruptions. These external providers often offer tailored maintenance packages that are more comprehensive and personalized, thereby stimulating

growth within the segment.

The global load balancer segment is expected to register a CAGR of 16.4% during the forecast period. The growth of the segment is driven by the growing demand from businesses seeking to distribute server resources across multiple sites, highlighting the need for efficient traffic distribution to enhance the customer experience.

The cloud segment is expected to register a CAGR of 18.0% during the forecast period, due to the advantages offered by cloud-based deployment, such as cost efficiency, flexibility, and ease of data access, coupled with the ongoing adoption of Work from Home (WFH) policies by companies, the trend towards cloud adoption continues to gain momentum.

The small & medium enterprise segment is anticipated to grow at a CAGR of 16.2% during the forecast period, due to the proactive embrace of digital technologies like artificial intelligence and machine learning by SMEs, there's an acceleration in the enhancement of their products and services.

The BFSI segment is presumed to grow at a CAGR of 15.3% over the forecast period. Technological advancements in the BFSI industry, including enhancements in net banking, security, and monitoring systems, have prompted banks and other financial institutions to adopt load-balancing technology.

The Asia Pacific regional market is expected to grow at a CAGR of 17.9% over the forecast period. The market growth can be attributed to the increasing use of network traffic monitoring by business clients in rapidly developing countries like Singapore, China, and India. These nations are experiencing significant digital transformation, leading to higher demand for efficient network management solutions.

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