

# **Network As A Service Market Size, Share & Trends Analysis Report By Type (WANaaS, LANaaS), By Enterprise Size, By Application (Cloud & SaaS Connectivity, Bandwidth On Demand), By Vertical, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Network As A Service Market Growth & Trends**

The global network as a service market size is anticipated to reach USD 81.82 billion by 2030, registering a CAGR of 32.9% in the forecast period, according to a new report by Grand View Research, Inc. Network-as-a-Service (NaaS) allows users/customers to rent networking services from cloud providers. It is a cloud model providing networking services through the internet on a (pay-per-use) subscription model. Networking services are offered by network service providers and cloud providers for networking and network security resources such as VPN, WAN, and firewall.

It enables customers to manage and operate on their network without the need to maintain network infrastructure and optimize resource allocations and computing resources as a single unified module. It delivers network services in a subscription-based business model to deliver enterprise-wide area network (WAN) services. It comprises integrated hardware, software, licenses, and managed services. NaaS allows businesses and organizations with subscription hardware, managed services, and full/true.

NaaS is a framework that leverages open application programming interface (APIs), network transformation, service lifecycle automation, and model-driven abstraction. With

NaaS, users can streamline new services, automate the order-to-service process, and technology introduction. Additionally, it eliminates manual intervention from the service fulfillment process, improves customer experience by providing error-free service activation, and reduces time to remediate issues.

The market is projected to witness significant growth attributed to the rising deployment of Network-as-a-service, as it is low cost and provides greater scalability. Additionally, growing demand for widespread and high-speed network coverage and increasing adoption and implementation of the cloud for data storage are some of the factors fueling the growth of the market. The rising deployment of public NaaS in several verticals such as BFSI, manufacturing, retail, manufacturing, and transportation & logistics, among others, are contributing positively to the NaaS market growth.

Network-as-a-service enables incessant delivery of features, new fixes, and capabilities, automates multiple processes, optimizes for maximum performance, and orchestrates. It provides security policy enforcement and network monitoring, applications and underlying infrastructure modeling, and firewall and packet capabilities inspection. Additionally, it offers AI-driven capabilities and the ability to proactively route the application traffic to address issues and improve user experience.

NaaS provides businesses and organizations with low latency connectivity, global coverage, and negligible packet loss enabled by a global point of presence (POP) backbone while connecting to platform-as-a-service, software-as-a-service, infrastructure-as-a-service applications, or branch offices. These services can be deployed, ordered, and co-managed. It ranges from network access solutions and managed services, including unified communication services on virtualized customer premise equipment (vCPE) or public cloud.

The report covers the competitive analysis of the top fifteen market players which includes Palo Alto, Amdocs, Megaport, Akamai, Cisco Systems Inc., and Cloudflare. The players are adopting several key strategies and developments such as product launches, partnerships and collaborations, and mergers and acquisitions to obtain a significant share. For instance, in May 2022, Orange Business Services launched the service manage-watch, a supervision solution for applications and network services. It ensures end-to-end monitoring, optimal performance of security at the edge, equipment, user experience, and application to meet consumers' requirements.

## Network As A Service Market Report Highlights

The market is expected to witness a CAGR of 32.9% in the forecast period owing to the rising adoption of network-as-a-service and cloud-based network infrastructure. Moreover, trends such as the growing adoption of cloud platforms, ongoing technological advancements, and increasing adoption of BYOD technology in several organizations are propelling the growth

Based on type, the WANaaS segment accounted for the largest revenue share of over 65.0% in 2021. Cloud-based wide area network (WAN) model is designed to replace legacy WAN, which relied on hardware. It utilizes connectivity protocols such as multiprotocol label switching (MLPS), which are difficult to manage. WANaaS is a specialized managed service suitable for large to mid-size enterprises as it enables rapid deployments, optimizes user productivity and experience, and reduces costs

Based on enterprise size, the large enterprise's segment dominated the market in 2021 and is expected to witness a significant CAGR of 31.3% over the forecast period owing to the implementation of cloud services by large enterprises for data storage and data centers for workload mobility and benefits of NaaS for such as low latency, higher speed, increased network capacity, and device density

Based on application, the cloud and SaaS connectivity segment dominated the market in 2021 and is expected to witness a significant CAGR of 33.6% over the forecast period. The growing use of technology and consumer propensity toward the cloud propel the adoption of cloud-based solutions

Based on vertical, information technology (IT) & telecommunication dominated with a revenue share of 24.1% in 2021. It is expected to grow at a CAGR of 33.1% throughout the forecast period. The growth of this segment is attributed to increasing use-cases and the adoption of cloud services and IT infrastructure

North America dominated with the largest revenue share of more than 38.6% in 2021, owing to the presence of significant players such as Palo Alto, Amdocs, Megaport, Akamai, and Cisco Systems Inc. Additionally, businesses and organizations are refining their traditional network infrastructure to advanced IT infrastructure, network virtualization solutions, and cloud computing services

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Research Methodology
- 1.2. Research Scope and Assumptions
- 1.3. List of Data Sources
- 1.4. List of Abbreviations

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Insights
- 2.2. Market Snapshot
- 2.3. Segmental Insights
- 2.4. Network-as-a-Service Market Revenue Estimates, 2017 - 2030

### **CHAPTER 3. MARKET VARIABLES, TRENDS, & SCOPE OUTLOOK**

- 3.1. Market Segmentation
- 3.2. Network-as-a-Service Market Size & Growth Prospects
- 3.3. Network-as-a-Service Market - Value Chain Analysis
- 3.4. Network-as-a-Service Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Market Opportunity Analysis
- 3.5. Space Tourism Penetration & Growth Prospects Mapping
- 3.6. Network-as-a-Service Market - Porter's Five Forces Analysis
  - 3.6.1. Supplier power
  - 3.6.2. Buyer power
  - 3.6.3. Substitution threat
  - 3.6.4. Threat from new entrant
  - 3.6.5. Competitive rivalry
- 3.7. Network-as-a-Service Market - PEST Analysis
  - 3.7.1. Political landscape
  - 3.7.2. Economic landscape
  - 3.7.3. Social landscape
  - 3.7.4. Technology landscape
- 3.8. COVID-19 Impact Analysis

## **CHAPTER 4. NETWORK-AS-A-SERVICE MARKET TYPE OUTLOOK**

4.1. Network-as-a-Service Market, By Type Analysis & Market Share, 2021 & 2030

4.2. WANaaS

4.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

4.2.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

4.3. LANaaS

4.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

4.3.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

## **CHAPTER 5. NETWORK-AS-A-SERVICE MARKET ENTERPRISE SIZE OUTLOOK**

5.1. Network-as-a-Service Market, By Enterprise Size Analysis & Market Share, 2021 & 2030

5.2. Large Enterprises

5.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

5.2.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

5.3. SMEs

5.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

5.3.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

## **CHAPTER 6. NETWORK-AS-A-SERVICE MARKET APPLICATION OUTLOOK**

6.1. Network-as-a-Service Market, By Application Analysis & Market Share, 2021 & 2030

6.2. UCaaS/Video Conferencing

6.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

6.2.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

6.3. Cloud and SaaS Connectivity

6.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

6.3.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

6.4. Virtualized Private Network (VPN)

6.4.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

6.4.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

6.5. Bandwidth on Demand

6.5.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

6.5.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

6.6. Multi-branch connectivity

6.6.1. Market estimates and forecasts, 2017 - 2030 (USD Million)

- 6.6.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 6.7. WAN Optimization
  - 6.7.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 6.7.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 6.8. Secure Web Gateway
  - 6.8.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 6.8.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 6.9. Network Access Control
  - 6.9.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 6.9.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 6.10. Other Applications
  - 6.10.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 6.10.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

## **CHAPTER 7. NETWORK-AS-A-SERVICE MARKET VERTICAL OUTLOOK**

- 7.1. Network-as-a-Service Market, By Vertical Analysis & Market Share, 2021 & 2030
- 7.2. BFSI
  - 7.2.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.2.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.3. Retail
  - 7.3.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.3.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.4. IT & Telecommunication
  - 7.4.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.4.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.5. Manufacturing
  - 7.5.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.5.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.6. Media and Entertainment
  - 7.6.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.6.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.7. Education
  - 7.7.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.7.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.8. Healthcare
  - 7.8.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.8.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.9. Government



- 7.9.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
- 7.9.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)
- 7.10. Others
  - 7.10.1. Market estimates and forecasts, 2017 - 2030 (USD Million)
  - 7.10.2. Market estimates and forecasts, By Region, 2017 - 2030 (USD Million)

## **CHAPTER 8. NETWORK-AS-A-SERVICE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 8.1. Network-as-a-Service Market Share by Region, 2021 & 2030
- 8.2. North America
  - 8.2.1. Market estimates and forecasts, 2017 - 2030
  - 8.2.2. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
  - 8.2.3. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
  - 8.2.4. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
  - 8.2.5. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
  - 8.2.6. U.S.
    - 8.2.6.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
    - 8.2.6.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
    - 8.2.6.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
    - 8.2.6.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
  - 8.2.7. Canada
    - 8.2.7.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
    - 8.2.7.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
    - 8.2.7.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
    - 8.2.7.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
- 8.3. Europe
  - 8.3.1. Market estimates and forecasts, 2017 - 2030
  - 8.3.2. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
  - 8.3.3. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
  - 8.3.4. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
  - 8.3.5. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
  - 8.3.6. Germany
    - 8.3.6.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
    - 8.3.6.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
    - 8.3.6.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.3.6.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.3.7. U.K.

8.3.7.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.3.7.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.3.7.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.3.7.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.3.8. France

8.3.8.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.3.8.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.3.8.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.3.8.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.4. Asia-Pacific

8.4.1. Market estimates and forecasts, 2017 - 2030

8.4.2. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.4.3. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.4.4. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.4.5. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.4.6. China

8.4.6.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.4.6.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.4.6.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.4.6.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.4.7. Japan

8.4.7.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.4.7.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.4.7.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.4.7.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.4.8. India

8.4.8.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)

8.4.8.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)

8.4.8.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)

8.4.8.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

#### 8.5. Latin America

8.5.1. Market estimates and forecasts, 2017 - 2030



- 8.5.2. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
- 8.5.3. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
- 8.5.4. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
- 8.5.5. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
- 8.5.6. Brazil
  - 8.5.6.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
  - 8.5.6.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
  - 8.5.6.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
  - 8.5.6.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)
- 8.5.7. Mexico
  - 8.5.7.1. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
  - 8.5.7.2. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
  - 8.5.7.3. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
  - 8.5.7.4. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

## 8.6. Middle East & Africa

- 8.6.1. Market estimates and forecasts, 2017 - 2030
- 8.6.2. Market estimates and forecasts, By Type, 2017 - 2030 (USD Million)
- 8.6.3. Market estimates and forecasts, By Enterprise size, 2017 - 2030 (USD Million)
- 8.6.4. Market estimates and forecasts, By Application, 2017 - 2030 (USD Million)
- 8.6.5. Market estimates and forecasts, By Vertical, 2017 - 2030 (USD Million)

## CHAPTER 9. COMPETITIVE ANALYSIS

- 9.1. Recent Developments and Impact Analysis, by Key Market Participants
- 9.2. Company/Competition Categorization (Key Innovators, Market Leaders, Emerging, Niche Players)
- 9.3. Vendor Landscape
  - 9.3.1. Key company market share analysis, 2021
- 9.4. Company Analysis Tools
  - 9.4.1. Market Position Analysis
  - 9.4.2. Competitive Dashboard Analysis

## CHAPTER 10. COMPETITIVE LANDSCAPE

- 10.1. Company Profiles
- 10.2. Palo Alto
  - 10.2.1. Company overview

- 10.2.2. Financial performance
- 10.2.3. Product benchmarking
- 10.2.4. Strategic initiatives
- 10.3. Amdocs
  - 10.3.1. Company overview
  - 10.3.2. Financial performance
  - 10.3.3. Type benchmarking
  - 10.3.4. Strategic initiatives
- 10.4. Megaport
  - 10.4.1. Company overview
  - 10.4.2. Financial performance
  - 10.4.3. Product benchmarking
  - 10.4.4. Strategic initiatives
- 10.5. Akamai
  - 10.5.1. Company overview
  - 10.5.2. Financial performance
  - 10.5.3. Product benchmarking
  - 10.5.4. Strategic initiatives
- 10.6. Cisco Systems Inc.
  - 10.6.1. Company overview
  - 10.6.2. Financial performance
  - 10.6.3. Product benchmarking
  - 10.6.4. Strategic initiatives
- 10.7. Cloudflare
  - 10.7.1. Company overview
  - 10.7.2. Financial performance
  - 10.7.3. Product benchmarking
  - 10.7.4. Strategic initiatives
- 10.8. AT&T Inc
  - 10.8.1. Company overview
  - 10.8.2. Financial performance
  - 10.8.3. Product benchmarking
  - 10.8.4. Strategic initiatives
- 10.9. Verizon Communications Inc.
  - 10.9.1. Company overview
  - 10.9.2. Financial performance
  - 10.9.3. Product benchmarking
  - 10.9.4. Strategic initiatives
- 10.10. DXC Technology Company

- 10.10.1. Company overview
- 10.10.2. Financial performance
- 10.10.3. Product benchmarking
- 10.10.4. Strategic initiatives
- 10.11. Synnex Corporation
  - 10.11.1. Company overview
  - 10.11.2. Financial performance
  - 10.11.3. Product benchmarking
  - 10.11.4. Strategic initiatives
- 10.12. NEC Corporation
  - 10.12.1. Company overview
  - 10.12.2. Financial performance
  - 10.12.3. Product benchmarking
  - 10.12.4. Strategic initiatives
- 10.13. Hewlett Packard Enterprise Co.
  - 10.13.1. Company overview
  - 10.13.2. Financial performance
  - 10.13.3. Product benchmarking
  - 10.13.4. Strategic initiatives
- 10.14. IBM Corporation.
  - 10.14.1. Company overview
  - 10.14.2. Financial performance
  - 10.14.3. Product benchmarking
  - 10.14.4. Strategic initiatives ?

## List Of Tables

### LIST OF TABLES

Table 1 Global Network-as-a-Service Market, 2017 - 2030 (USD Million)

Table 2 Network-as-a-Service market estimates and forecasts by region, 2017 - 2030 (USD Million)

Table 3 Network-as-a-Service market estimates and forecasts by type, 2017 - 2030 (USD Million)

Table 4 Network-as-a-Service market estimates and forecasts by enterprise size, 2017 - 2030 (USD Million)

Table 5 Network-as-a-Service market estimates and forecasts by application, 2017 - 2030 (USD Million)

Table 6 Network-as-a-Service market estimates and forecasts by Vertical, 2017 - 2030 (USD Million)

Table 7 Network-as-a-service market for WANaaS, 2017 - 2030 (USD Million)

Table 8 Network-as-a-service market for WANaaS, by region, 2017 - 2030 (USD Million)

Table 9 Network-as-a-service market for LANaaS, 2017 - 2030 (USD Million)

Table 10 Network-as-a-service market for LANaaS, by region, 2017 - 2030 (USD Million)

Table 11 Network-as-a-service market for large enterprises, 2017 - 2030 (USD Million)

Table 12 Network-as-a-service market for large enterprises, by region, 2017 - 2030 (USD Million)

Table 13 Network-as-a-service market for SMEs, 2017 - 2030 (USD Million)

Table 14 Network-as-a-service market for SMEs, by region, 2017 - 2030 (USD Million)

Table 15 Network-as-a-service market for UCaaS/Video conferencing, 2017 - 2030 (USD Million)

Table 16 Network-as-a-service market for UCaaS/Video conferencing, by region, 2017 - 2030 (USD Million)

Table 17 Network-as-a-service market for cloud and SaaS connectivity, 2017 - 2030 (USD Million)

Table 18 Network-as-a-service market for cloud and SaaS connectivity, by region, 2017 - 2030 (USD Million)

Table 19 Network-as-a-service market for virtualized private network, 2017 - 2030 (USD Million)

Table 20 Network-as-a-service market for virtualized private network, by region, 2017 - 2030 (USD Million)

Table 21 Network-as-a-service market for bandwidth on demand, 2017 - 2030 (USD Million)

Table 22 Network-as-a-service market for bandwidth on demand, by region, 2017 - 2030 (USD Million)

Table 23 Network-as-a-service market for multi-branch connectivity, 2017 - 2030 (USD Million)

Table 24 Network-as-a-service market for multi-branch connectivity, 2017 - 2030 (USD Million)

Table 25 Network-as-a-service market for WAN optimization, 2017 - 2030 (USD Million)

Table 26 Network-as-a-service market for WAN optimization, by region, 2017 - 2030 (USD Million)

Table 27 Network-as-a-service market for secure web gateway, 2017 - 2030 (USD Million)

Table 28 Network-as-a-service market for secure web gateway, by region, 2017 - 2030 (USD Million)

Table 29 Network-as-a-service market for network access control, 2017 - 2030 (USD Million)

Table 30 Network-as-a-service market for network access control, by region, 2017 - 2030 (USD Million)

Table 31 Network-as-a-service market for other applications, 2017 - 2030 (USD Million)

Table 32 Network-as-a-service market for other applications, by region, 2017 - 2030 (USD Million)

Table 33 Network-as-a-service market for BFSI, 2017 - 2030 (USD Million)

Table 34 Network-as-a-service market for BFSI, by region, 2017 - 2030 (USD Million)

Table 35 Network-as-a-service market for retail, 2017 - 2030 (USD Million)

Table 36 Network-as-a-service market for retail, by region, 2017 - 2030 (USD Million)

Table 37 Network-as-a-service market for IT & telecommunication, 2017 - 2030 (USD Million)

Table 38 Network-as-a-service market for IT & telecommunication, 2017 - 2030 (USD Million)

Table 39 Network-as-a-service market for manufacturing, 2017 - 2030 (USD Million)

Table 40 Network-as-a-service market for manufacturing, by region, 2017 - 2030 (USD Million)

Table 41 Network-as-a-service market for media and entertainment, 2017 - 2030 (USD Million)

Table 42 Network-as-a-service market for media and entertainment, by region, 2017 - 2030 (USD Million)

Table 43 Network-as-a-service market for education, 2017 - 2030 (USD Million)

Table 44 Network-as-a-service market for education, by region, 2017 - 2030 (USD Million)

Table 45 Network-as-a-service market for healthcare, 2017 - 2030 (USD Million)

Table 46 Network-as-a-service market for healthcare, by region, 2017 - 2030 (USD Million)

Table 47 Network-as-a-service market for government, 2017 - 2030 (USD Million)

Table 48 Network-as-a-service market for government, by region, 2017 - 2030 (USD Million)

Table 49 Network-as-a-service market for others, 2017 - 2030 (USD Million)

Table 50 Network-as-a-service market for others, by region, 2017 - 2030 (USD Million)

Table 51 North America Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 52 North America Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 53 North America Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 54 North America Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 55 U.S. Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 56 U.S. Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 57 U.S. Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 58 U.S. Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 59 Canada Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 60 Canada Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 61 Canada Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 62 Canada Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 63 Europe Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 64 Europe Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 65 Europe Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 66 Europe Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 67 U.K. Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 68 U.K. Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 69 U.K. Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 70 U.K. Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 71 Germany Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 72 Germany Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)



Million)

Table 73 Germany Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 74 Germany Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 75 France Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 76 France Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 77 France Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 78 France Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 79 Asia Pacific Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 80 Asia Pacific Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 81 Asia Pacific Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 82 Asia Pacific Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 83 China Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 84 China Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 85 China Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 86 China Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 87 Japan Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 88 Japan Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 89 Japan Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 90 Japan Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 91 India Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 92 India Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 93 India Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 94 India Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 95 Latin America Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 96 Latin America Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 97 Latin America Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 98 Latin America Network-as-a-service market, by Vertical, 2017 - 2030 (USD

Million)

Table 99 Brazil Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 100 Brazil Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 101 Brazil Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 102 Brazil Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 103 Mexico Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 104 Mexico Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 105 Mexico Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 106 Mexico Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

Table 107 MEA Network-as-a-service market, by type, 2017 - 2030 (USD Million)

Table 108 MEA Network-as-a-service market, by enterprise size, 2017 - 2030 (USD Million)

Table 109 MEA Network-as-a-service market, by application, 2017 - 2030 (USD Million)

Table 110 MEA Network-as-a-service market, by Vertical, 2017 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Network-as-a-Service Market segmentation and scope
- Fig. 2 Network-as-a-Service Market, 2017 - 2030 (USD Million)
- Fig. 3 Type segmental Insights
- Fig. 4 Enterprise size segmental Insights
- Fig. 5 Application segmental Insights
- Fig. 6 Vertical segmental Insights
- Fig. 7 Value chain analysis
- Fig. 8 Network-as-a-Service Market driver impact
- Fig. 9 Network-as-a-Service Market restraint impact
- Fig. 10 Network-as-a-Service Market opportunity impact
- Fig. 11 Space tourism penetration and growth prospects mapping
- Fig. 12 Network-as-a-Service Market - Porter's five forces analysis
- Fig. 13 Network-as-a-Service Market - PEST analysis
- Fig. 14 Network-as-a-Service Market, By Type, 2021 & 2030 (USD Million)
- Fig. 15 Network-as-a-Service Market, By Enterprise size, 2021 & 2030 (USD Million)
- Fig. 16 Network-as-a-Service Market, By Application, 2021 & 2030 (USD Million)
- Fig. 17 Network-as-a-Service Market, By Vertical, 2021 & 2030 (USD Million)
- Fig. 18 North America Network-as-a-Service Market - Key takeaways
- Fig. 19 Europe Network-as-a-Service Market - Key takeaways
- Fig. 20 Asia-Pacific Network-as-a-Service Market - Key takeaways
- Fig. 21 Latin America Network-as-a-Service Market - Key takeaways
- Fig. 22 MEA Network-as-a-Service Market - Key takeaways

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