

# Network Optimization Services Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/ND371B613325EN.html>

Date: January 2023

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: ND371B613325EN

## Abstracts

The global network optimization services market size reached US\$ 4.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 11.3 Billion by 2028, exhibiting a growth rate (CAGR) of 16.2% during 2023-2028.

Network optimization services refer to a set of technologies and techniques that help businesses improve their network domain functionality. They also maximize network utilization, secure optimal performance and improve the user experience while assisting enterprises in achieving their business goals and gaining a competitive edge in the market. These services include local network optimization, data center optimization, wide area network (WAN) optimization, and radio access network (RAN) optimization. Nowadays, service providers offer optimization solutions to transform network engineering from labor-intensive and reactive to automated, proactive, and artificial intelligence (AI)-powered. In recent years, network optimization services have gained traction across the globe since they help businesses detect and resolve network anomalies much faster and efficiently to maintain a consistent user experience and performance.

Network Optimization Services Market Trends:

Network optimization services enhance the efficiency and capabilities of network management systems, processes and personnel to maximize returns on investment (ROI). As a result, organizations are rapidly adopting network optimization solutions to facilitate seamless data transmission, eliminate latency issues and reduce costs, which represents the primary factor driving the market growth. Additionally, significant advancements in network infrastructure and the increasing number of data centers are other major growth-inducing factors. Besides this, the growing usage of Voice-over-

Internet Protocol (VoIP) services and the rising awareness regarding the benefits of network optimization are augmenting the product demand. Furthermore, due to the recent outbreak of coronavirus disease (COVID-19), businesses are increasingly adopting work-from-home (WFH) policies and, therefore, employing advanced measures to enhance the performance and security of their network infrastructure. This, in confluence with the rising network threats, such as hacking and data breaches, is positively influencing the market growth. Other factors, including the widespread adoption of virtualization and cloud computing solutions, technological advancements, changing user requirements, and emerging applications across various end use industries, are also creating a positive market outlook.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global network optimization services market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on service, organization size, deployment mode, application and industry vertical.

#### Breakup by Service:

- Implementation
- Consulting
- Support and Maintenance

#### Breakup by Organization Size:

- Small and Medium-sized Enterprise
- Large Enterprise

#### Breakup by Deployment Mode:

- On-premises
- Cloud-based

#### Breakup by Application:

- Local Network Optimization
- WAN Optimization
- RAN Optimization
- Data Center Optimization

**Breakup by Industry Vertical:**

IT and Telecom  
BFSI  
Government and Defense  
Transportation and Logistics  
Manufacturing  
Consumer Goods and Retail  
Media and Entertainment  
Energy and Utility  
Healthcare and Life Sciences  
Education

**Breakup by Region:**

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others

## Middle East and Africa

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Array Networks Inc., Circadence, Cisco Systems Inc., Citrix Systems Inc., FatPipe Networks Inc., Huawei Technologies Co. Ltd., InfoVista S.A., NETSCOUT Systems Inc., Nokia Corporation, Riverbed Technology Inc., SolarWinds Inc. and ZTE Corporation.

### Key Questions Answered in This Report

1. What was the size of the global network optimization services market in 2022?
2. What is the expected growth rate of the global network optimization services market during 2023-2028?
3. What are the key factors driving the global network optimization services market?
4. What has been the impact of COVID-19 on the global network optimization services market?
5. What is the breakup of the global network optimization services market based on the service?
6. What is the breakup of the global network optimization services market based on the organization size?
7. What is the breakup of the global network optimization services market based on the application?
8. What is the breakup of the global network optimization services market based on the industry vertical?
9. What are the key regions in the global network optimization services market?
10. Who are the key players/companies in the global network optimization services market?

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