

Network Traffic Analyzers Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global network traffic analyzers market size reached US\$ 2.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.1 Billion by 2028, exhibiting a growth rate (CAGR) of 10% during 2023-2028.

Network traffic analysis refers to a method of intercepting, recording, and analyzing network traffic communication patterns to detect security threats. A network traffic analyzer is widely adopted by network administrators to regulate network traffic and determine issues that cause slowdowns, bottlenecks, and downtime. The analyzer solutions help in improving the visibility of devices that are connected to the network, troubleshooting operational and security issues, enabling behavioral-based threat detection, providing better security automation, etc. As a result, network threat analyzers are widely adopted across diverse sectors, such as BFSI, network service providers, healthcare, retail, telecommunication, media and entertainment, government and utilities, etc.

The growing adoption of advanced network management systems for handling network traffic and complexities is primarily driving the market for network traffic analyzers. Furthermore, the increasing need for internal network security due to the rising incidences of cyberattacks is also propelling the market growth. Additionally, the elevating levels of digitization across diverse industrial verticals, such as healthcare, retail, manufacturing, etc., are further augmenting the demand for network traffic analyzers for improved network efficiency through centralized management. In line with this, numerous small and medium enterprises (SMEs) are getting inclined towards

network traffic analyzers for enhanced information technology (IT) agility and network customization through reliable application services. Moreover, the emergence of virtualized network function Infrastructure (VNFI) coupled with the rising deployment of virtual machines in the software-defined environment to monitor traffic flow is further bolstering the global market. Besides this, the increasing investments in extensive R&D activities for the launch of SaaS-enabled network traffic analytics solutions are also catalyzing the market for network traffic analyzers. In the coming years, a significant growth in cloud-based network traffic analytics solutions coupled with the advancements in 5G network infrastructures will continue to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global network traffic analyzers market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment type and end user.

Breakup by Component:

Solutions

Bandwidth Monitoring

Network Security

Auditing Trials

Application Monitoring

Others

Services

Integration and Consulting

Training and Support

Breakup by Deployment Type:

Cloud

On-Premises

Breakup by End User:

Service Providers
Data Centers
Government
Healthcare
Retail
Banking and Financial Services
Media and Entertainment
Telecommunication
Others

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 report has also analysed the competitive landscape of the market with some of the key players being Awake Security (Arista Networks), Broadcom Inc., Cisco Systems Inc., Darktrace, Dynatrace LLC, FireEye Inc., Flowmon Networks a.s., Genie Networks Ltd., HPE-Aruba, Ipswitch Inc. (Progress Software Corporation), Kentik Technologies Inc., ManageEngine (Division of Zoho Corporation), MixMode, Netscout Systems Inc., Nokia Oyj, Plixer LLC and Vectra AI.

Key Questions Answered in This Report:

How has the global network traffic analyzers market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global network traffic analyzers market?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global network traffic analyzers market and who are the key players?

What is the degree of competition in the industry?

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