

Network Traffic Analyzers Market Report by Component (Solutions, Services), Deployment Type (Cloud, On-Premises), End User (Service Providers, Data Centers, Government, Healthcare, Retail, Banking and Financial Services, Media and Entertainment, Telecommunication, and Others), and Region 2024-2032

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Abstracts

The global network traffic analyzers market size reached US\$ 3.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.8 Billion by 2032, exhibiting a growth rate (CAGR) of 8.8% during 2024-2032.

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 2024-2032. 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

1. What was the size of the global network traffic analyzers market in 2023?
2. What is the expected growth rate of the global network traffic analyzers market during 2024-2032?
3. What are the key factors driving the global network traffic analyzers market?
4. What has been the impact of COVID-19 on the global network traffic analyzers market?
5. What is the breakup of the global network traffic analyzers market based on the component?
6. What is the breakup of the global network traffic analyzers market based on the deployment type?
7. What is the breakup of the global network traffic analyzers market based on the end user?
8. What are the key regions in the global network traffic analyzers market?
9. Who are the key players/companies in the global network traffic analyzers market?

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