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WiFi As A Service Market Report by Component (Professional Services, Managed Services), Location Type (Indoor, Outdoor), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises), End Use Industry (Telecom and IT, BFSI, Education, Healthcare, Hospitality, Transportation, Retail, and Others), and Region 2024-2032

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Abstracts

The global WiFi as a service market size reached US$ 5.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 19.1 Billion by 2032, exhibiting a growth rate (CAGR) of 13.92% during 2024-2032. The increasing demand for wireless connectivity, the wide adoption of WiFi in various businesses, educational institutions, and healthcare facilities, and the shift towards bring your own device (BYOD) trend are some of the major factors propelling the market.

WiFi as a service (WaaS) is a cloud-based solution that provides businesses and organizations with wireless network connectivity without the need for upfront investments in hardware, maintenance, or management. With WaaS, companies can outsource the entire process of designing, deploying, and maintaining their WiFi infrastructure to a service provider. It also eliminates the capital expenses associated with purchasing networking equipment, as the provider takes care of the hardware and infrastructure costs. Additionally, WaaS offers scalability and flexibility, allowing organizations to easily scale up or down their WiFi services based on their changing needs. Also, service providers typically handle ongoing management tasks, such as monitoring network performance, troubleshooting issues, and implementing security measures, relieving the burden on internal IT teams.

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The increasing demand for wireless connectivity is driving the global market. With the proliferation of mobile devices and the growing reliance on cloud-based applications and services, there is a significant demand for seamless and reliable wireless connectivity. Furthermore, the wide adoption of WiFi in various businesses, educational institutions, healthcare facilities, and public venues to provide wireless access to their customers, employees, and guests is supporting the growth of the market. Besides, the rapid growth of IoT devices, such as smart devices, sensors, and connected appliances, is catalyzing the market as WiFi solutions cater to the unique requirements of IoT deployments, including high-density networks and seamless integration with IoT platforms. In line with this, the shift towards remote work and the bring your own device (BYOD) trend is creating a positive market outlook as WiFi as a Service provides a convenient solution for businesses to extend their WiFi networks to remote workers, enabling them to stay connected and productive.

WiFi as a Service Market Trends/Drivers:
Increasing Demand for Cloud-Based Solutions

The rise of cloud computing has significantly influenced the adoption of WiFi as a Service (WaaS). As businesses continue to migrate their operations to the cloud, there is a growing need for flexible and scalable WiFi solutions that can be easily managed and accessed remotely. WaaS aligns perfectly with this trend by providing a cloud-based approach to WiFi management. By leveraging cloud infrastructure, businesses can eliminate the need for on-premises hardware and complex configurations. This not only simplifies network management but also allows for quick deployment of wireless networks across multiple locations without extensive IT expertise. The convenience and accessibility of cloud-based WiFi solutions make WaaS an attractive option for organizations looking to leverage the benefits of cloud computing while ensuring reliable and scalable wireless connectivity.

Cost Efficiency and Operational Savings

The cost-effectiveness of WiFi as a service is a significant driving factor for its adoption. Traditional WiFi deployments often require substantial upfront investments in hardware, infrastructure, and ongoing maintenance. With WaaS, businesses can eliminate these capital expenses as the service provider takes care of the infrastructure and hardware costs. Additionally, service providers handle routine tasks such as network monitoring, maintenance, software updates, and security patches, reducing operational expenses. The pay-as-you-go subscription model of WaaS allows organizations to align their WiFi expenses with their actual usage, optimizing cost efficiency and budget allocation. By

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shifting the burden of infrastructure and maintenance costs to the service provider, organizations can allocate their resources more effectively towards core operations and strategic initiatives, augmenting overall cost savings and operational efficiency.

Growing Need for Enhanced User Experience and Productivity

WiFi as a Service focuses on delivering an exceptional user experience, which has become increasingly crucial in today's digital landscape. A reliable and high-performance WiFi network is essential for both employee productivity and customer satisfaction. WaaS ensures reliable connectivity, optimal performance, and seamless coverage throughout the premises. Service providers leverage their expertise to design, deploy, and manage WiFi networks that meet stringent performance standards. Moreover, WaaS offers advanced features such as guest network management, application prioritization, and quality of service controls, enabling businesses to customize their WiFi services to meet specific user requirements. Furthermore, in industries such as hospitality, retail, and public venues, where customer experience plays a crucial role, WaaS contributes to enhanced satisfaction, loyalty, and positive brand perception.

WiFi as a Service Industry Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global WiFi as a service market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on component, location type, enterprise size and end use industry.

Breakup by Component:
Professional Services
Managed Services

Professional services equipment dominates the market

The report has provided a detailed breakup and analysis of the market based on the component. This includes professional services, and managed services. According to the report, professional services represented the largest segment.

The component segment of professional services emerges as the largest. Professional Services encompass a wide range of expertise and support that service providers offer to businesses implementing WaaS solutions. These services include consulting, network design, installation, configuration, maintenance, and ongoing technical support.

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Service providers fill the gap by offering specialized knowledge and experience in designing customized WiFi solutions tailored to the specific needs of the business. This includes conducting site surveys, analyzing network requirements, and determining the optimal placement of access points. Moreover, the installation and configuration of WiFi networks can be complex, requiring technical skills and domain expertise. Service providers play a crucial role in ensuring a smooth and efficient deployment by handling tasks such as access point installation, network configuration, security setup, and integration with existing IT systems.

Breakup by Location Type:

Indoor
Outdoor

Outdoor hold the largest share in the market

A detailed breakup and analysis of the market based on the location type has also been provided in the report. This includes indoor, and outdoor. According to the report, outdoor accounted for the largest market share.

The dominance of the outdoor location type segment is driven by the increasing demand for connectivity in public spaces and outdoor environments. Outdoor WiFi networks enable seamless internet access for individuals, whether they are working remotely, attending events, or simply seeking connectivity while on the go. The growing popularity of smart devices and the need for constant connectivity have further fueled the demand for outdoor WiFi solutions. Moreover, outdoor WiFi networks play a crucial role in supporting smart city initiatives and enhancing public services. These networks facilitate the deployment of various Internet of Things (IoT) devices and applications, including smart street lighting, surveillance cameras, environmental monitoring, and public Wi-Fi hotspots. They also enable cities and municipalities to provide innovative services, improve safety, and enhance the overall quality of life for residents and visitors.

Breakup by Enterprise Size:

Large Enterprises
Small and Medium-sized Enterprises

Large enterprises hold the largest share in the market

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A detailed breakup and analysis of the market based on the enterprise size has also been provided in the report. This includes large and small and medium-sized enterprises. According to the report, large enterprises accounted for the largest market share.

Large enterprises have a higher demand for WiFi connectivity due to their size and workforce. These organizations require robust and scalable WiFi networks to support a large number of employees accessing critical applications, collaborating on projects, and utilizing cloud-based services. WiFi as a Service offers large enterprises the flexibility to expand their network capacity and coverage as their workforce grows or as they open new locations. Moreover, these enterprises often have more complex networking requirements. They may require advanced features such as VLAN segmentation, guest network management, quality of service controls, and policy-based access control. WiFi as a Service providers cater to these needs by offering customizable solutions that can meet the specific requirements of large enterprises. Furthermore, large enterprises typically have dedicated IT departments and resources to manage their technology infrastructure.

Breakup by End Use Industry:

Telecom and IT
BFSI
Education
Healthcare
Hospitality
Transportation
Retail
Others

Telecom and IT hold the largest share in the market

A detailed breakup and analysis of the market based on the end use industry has also been provided in the report. This includes telecom and IT, BFSI, education, healthcare, hospitality, transportation, retail, and others. According to the report, telecom and IT accounted for the largest market share.

The telecom and IT industry heavily relies on robust and reliable connectivity to deliver its services and support. As providers of telecommunications and IT services,

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companies in this industry require seamless and high-performance WiFi networks to deliver their offerings effectively. This includes ensuring connectivity for communication services, data transmission, cloud computing, and hosting services. WaaS providers cater to the specific requirements of the telecom and IT sector by offering scalable and secure WiFi solutions that can handle the high bandwidth demands and support the diverse range of services provided by these companies. Moreover, the telecom and IT industry is a significant consumer of WiFi infrastructure for its internal operations. Furthermore, the telecom and IT industry is characterized by rapid technological advancements and evolving customer needs. WaaS allows companies in this sector to quickly adapt to changing demands and market trends.

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

North America exhibits a clear dominance, accounting for the largest market share

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The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The region exhibits clear market dominance due to several factors, including technological advancements, widespread adoption of cloud computing, and a robust digital infrastructure. The region has a highly developed IT industry, with a large number of enterprises and businesses embracing digital transformation. This has led to a strong demand for reliable and scalable WiFi solutions, which WaaS effectively addresses. Furthermore, the prevalence of cloud computing in North America has significantly contributed to the dominance of the market. The region has a mature cloud services ecosystem, with many businesses shifting their IT infrastructure to the cloud. Additionally, North America benefits from a robust digital infrastructure, including widespread high-speed internet connectivity. This infrastructure provides a solid foundation for the implementation and utilization of WiFi services. It enables businesses and consumers to access and utilize WiFi networks seamlessly, fostering increased demand for WiFi as a service solution.

Competitive Landscape:
Companies operating in the market are primarily focused on providing comprehensive solutions for designing, deploying, and managing WiFi networks for businesses and organizations. These companies offer a range of services and technologies to deliver reliable and scalable WiFi connectivity. WaaS providers conduct thorough assessments and site surveys to understand the specific requirements and network needs of their clients. They leverage their expertise to design customized WiFi solutions that optimize coverage, performance, and security. Moreover, the companies handle the installation and configuration of WiFi infrastructure, including access point placement, network configuration, and integration with existing IT systems. They also ensure that the WiFi network is set up correctly and efficiently to provide seamless connectivity. Additionally, WaaS companies offer advanced features and services such as guest network management, application prioritization, quality of service controls, and analytics and reporting.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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Arista Networks Inc.
Cisco Systems Inc.
CommScope Inc.
Extreme Networks
Fortinet Inc.
Fujitsu Limited
Hewlett Packard Enterprise Development LP
Huawei Technologies Co. Ltd.
Juniper Networks Inc.
Riverbed Technology Inc.
Rogers Communications Inc.
Singtel
Telstra Corporation Limited
Viasat Inc.

Recent Developments:
In June 2023, Cisco Systems Inc. launched the powerful generative AI technology “Webex” which allows users to quickly catch up on missed interactions, including meetings, calling, chats and more.
In February 2023, Fortinet Inc. launched the Fifth-generation security processing unit (FortiSP5) to accelerate the convergence of networking and security across every network edge. It delivers unparalleled levels of power-efficient performance to open new frontiers for securing the branch, campus, 5G, edge compute, and operational technologies.
In October 2022, Fujitsu Limited launches a brand-new LIFEBOOK product suite to meet the growing flexible working demands. This product enables employees to work from anywhere in the world and assists in expanding the talent pool available to businesses.

Key Questions Answered in This Report

1. What was the size of the global WiFi as a service market in 2023?
2. What is the expected growth rate of the global WiFi as a service market during 2024-2032?
3. What are the key factors driving the global WiFi as a service market?
4. What has been the impact of COVID-19 on the global WiFi as a service market?
5. What is the breakup of the global WiFi as a service market based on the component?
6. What is the breakup of the global WiFi as a service market based on the location

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type?
7. What is the breakup of the global WiFi as a service market based on the enterprise size?
8. What is the breakup of the global WiFi as a service market based on the end use industry?
9. What are the key regions in the global WiFi as a service market?
10. Who are the key players/companies in the global WiFi as a service market?

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