

# Application Delivery Network Market - Forecasts from 2018 to 2023

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## Abstracts

Application delivery network (ADN) market is projected to grow from US\$4.129 billion in 2017 to US\$10.026 billion in 2023 growing at a CAGR of 15.94%. Application delivery network is an advanced traffic management system which provides visibility, availability, security and application acceleration. Continuous technological advancement, evolving IT industry, internet penetration and development of 3G/4G technology leads to increasing web traffic. The need for efficient management for such huge web traffic coupled with dramatically changing web traffic pattern from network oriented to bandwidth intensive solutions drives the ADN market growth. Furthermore, increasing efforts from enterprise to improve upon the business mobility and agility as well as growing adoption of big data, cloud computing and virtualization augments the global application delivery network market. The growing need to enhance application performance and increase the security by enterprises in order to achieve sustainable growth further drives the ADN market. Growth in mobile data traffic owing to penetration of mobile internet and high scale adoption of smartphones, laptops and PCs create numerous opportunities for ADN providers in years ahead.

Geographically, APAC is expected to grow at a high rate owing to emerging IT industry. Rapid urbanization, rising spending power and increasing adoption of technology has increased the adoption of smartphones in this region. In addition to this, emerging digitalization trend and changing web traffic pattern is expected to drive the need for ADN solution. Moreover, rising demand for cost effective network is further expected to augment the regional growth.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The

analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the Application Delivery Network value chain. Last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are F5 Networks, Dell, Radware, Citrix, and Array Networks among others.

## **SEGMENTATION**

### By Components

Application Delivery Controller

WAN Optimization Controller

Application Security Equipment

Others

### By End Users

Cloud Service Providers

Enterprises

Telecommunications Service Providers

#### By Industry Vertical

BFSI

Healthcare

Education

Government

Retail

Media and Entertainment

Others

#### By Geography

North America

U.S.

Canada

Mexico

Others

South America

Brazil

Others

## Europe

UK

Germany

France

Others

## Middle East and Africa

Saudi Arabia

UAE

Israel

Others

## Asia-Pacific

Japan

China

India

Australia

Others

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