

Global Social WiFi Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Social WiFi market size is predicted to grow from US\$ 832 million in 2025 to US\$ 1862 million in 2032; it is expected to grow at a CAGR of 12.2% from 2026 to 2032.

Social WiFi is an innovative integrated network solution that combines wireless WiFi access with social media interaction and digital marketing functions, designed to provide free or low-cost internet access to users (such as customers, visitors, or the public) while enabling businesses to capture user data and enhance customer engagement. It typically requires users to authenticate their access through social media accounts (e.g., Facebook, Google, Instagram) via a captive portal, such as liking a business page, checking in, or sharing content, in exchange for WiFi connectivity. Composed of WiFi hardware (routers, access points), a management platform, and a marketing analytics system, Social WiFi not only meets users' basic internet needs but also helps businesses collect valuable user demographic and behavioral data, build marketing databases, and implement targeted retargeting campaigns, making it a pivotal tool for businesses to bridge online and offline customer interactions.

The demand for Social WiFi is driven by the growing popularity of mobile internet, the increasing emphasis on digital marketing and customer engagement among businesses, and the rising user expectation for free, convenient WiFi access in public and commercial spaces. With the global Social WiFi market growing at a compound annual growth rate of around 11.8%, industries such as hospitality, retail, catering, and public services have become major demand drivers, as they rely on Social WiFi to improve customer experience, gather actionable consumer insights, and boost brand loyalty. Additionally, the need for compliant data capture (in line with regulations like GDPR) and the integration of Social WiFi with CRM systems and ad platforms further

fuel demand, as businesses seek to streamline marketing workflows and maximize return on investment. The corresponding business opportunities are significant: enterprises can gain competitive advantages by focusing on technological innovation, developing user-friendly authentication processes, enhancing data analytics capabilities (e.g., user dwell time, visit frequency), and ensuring compliance with global data protection regulations. Expanding cooperation with commercial venues (hotels, cafes, shopping malls), integrating with mainstream social media and marketing tools, and offering customized solutions (e.g., branded login pages, targeted ad delivery) can further tap market potential. Furthermore, exploring emerging scenarios such as smart communities, campus networks, and outdoor public spaces, and leveraging AI to optimize user targeting and marketing efficiency, aligns with industry trends and enables sustainable growth in the Social WiFi sector.

LPI (LP Information)' newest research report, the 'Social WiFi Industry Forecast' looks at past sales and reviews total world Social WiFi sales in 2025, providing a comprehensive analysis by region and market sector of projected Social WiFi sales for 2026 through 2032. With Social WiFi sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Social WiFi industry.

This Insight Report provides a comprehensive analysis of the global Social WiFi landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Social WiFi portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social WiFi market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social WiFi and breaks down the forecast by Concurrent User Capacity, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Social WiFi.

This report presents a comprehensive overview, market shares, and growth opportunities of Social WiFi market by product type, application, key players and key regions and countries.

Segmentation by Concurrent User Capacity:

Small Capacity, 200 Concurrent Users

Segmentation by Authentication Mode:

Social Account Login

SMS / Mobile Number Verification

Email / Form-Based Login

QR Code Login

Others

Segmentation by Functional Orientation:

Basic Guest WiFi Access

WiFi Marketing & Customer Engagement

Analytics & Visitor Data Management

Enterprise Access Control & Compliance

Others

Segmentation by Application:

Catering

Hospitality

Shopping Malls & Commercial Complexes

Public Spaces

Entertainment Venues

Educational Institutions

Transportation Hubs

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

IPERA

Peplink

Purple

Tanaza

Antamedia

Smart-Social WiFi

Vodafone

Fusion WiFi

Wiacom

Hotelinking

Inspira WiFi

Cloud4Wi

Social WiFi

Aislelabs

Beambox

MyWiFi Networks

AVSystem

Bloom Intelligence

Splash Access

SocialSign.in

Spectrio

GoZone WiFi

StayFi

Spotipo

Srun

NINGTON

OpenPortal

Pronetway

NTT Broadband Platform

POPCHAT

FiberGate

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Social WiFi Market Size (2021-2032)
 - 2.1.2 Social WiFi Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Social WiFi by Country/Region (2021, 2025 & 2032)
- 2.2 Social WiFi Segment by Concurrent User Capacity
 - 2.2.1 Small Capacity, 200 Concurrent Users
 - 2.2.4 Social WiFi Market Size by Concurrent User Capacity
 - 2.2.4.1 Social WiFi Market Size CAGR by Concurrent User Capacity (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)
- 2.3 Social WiFi Segment by Authentication Mode
 - 2.3.1 Social Account Login
 - 2.3.2 SMS / Mobile Number Verification
 - 2.3.3 Email / Form-Based Login
 - 2.3.4 QR Code Login
 - 2.3.5 Others
 - 2.3.6 Social WiFi Market Size by Authentication Mode
 - 2.3.6.1 Social WiFi Market Size CAGR by Authentication Mode (2021 VS 2025 VS 2032)
 - 2.3.6.2 Global Social WiFi Market Size Market Share by Authentication Mode (2021-2026)
- 2.4 Social WiFi Segment by Functional Orientation

2.4.1 Basic Guest WiFi Access

2.4.2 WiFi Marketing & Customer Engagement

2.4.3 Analytics & Visitor Data Management

2.4.4 Enterprise Access Control & Compliance

2.4.5 Others

2.4.6 Social WiFi Market Size by Functional Orientation

2.4.6.1 Social WiFi Market Size CAGR by Functional Orientation (2021 VS 2025 VS 2032)

2.4.6.2 Global Social WiFi Market Size Market Share by Functional Orientation (2021-2026)

2.5 Social WiFi Segment by Application

2.5.1 Catering

2.5.2 Hospitality

2.5.3 Shopping Malls & Commercial Complexes

2.5.4 Public Spaces

2.5.5 Entertainment Venues

2.5.6 Educational Institutions

2.5.7 Transportation Hubs

2.5.8 Others

2.5.9 Social WiFi Market Size by Application

2.5.9.1 Social WiFi Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.9.2 Global Social WiFi Market Size Market Share by Application (2021-2026)

3 SOCIAL WIFI MARKET SIZE BY PLAYER

3.1 Social WiFi Market Size Market Share by Player

3.1.1 Global Social WiFi Revenue by Player (2021-2026)

3.1.2 Global Social WiFi Revenue Market Share by Player (2021-2026)

3.2 Global Social WiFi Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 SOCIAL WIFI BY REGION

4.1 Social WiFi Market Size by Region (2021-2026)

4.2 Global Social WiFi Annual Revenue by Country/Region (2021-2026)

- 4.3 Americas Social WiFi Market Size Growth (2021-2026)
- 4.4 APAC Social WiFi Market Size Growth (2021-2026)
- 4.5 Europe Social WiFi Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Social WiFi Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Social WiFi Market Size by Country (2021-2026)
- 5.2 Americas Social WiFi Market Size by Concurrent User Capacity (2021-2026)
- 5.3 Americas Social WiFi Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Social WiFi Market Size by Region (2021-2026)
- 6.2 APAC Social WiFi Market Size by Concurrent User Capacity (2021-2026)
- 6.3 APAC Social WiFi Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Social WiFi Market Size by Country (2021-2026)
- 7.2 Europe Social WiFi Market Size by Concurrent User Capacity (2021-2026)
- 7.3 Europe Social WiFi Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Social WiFi by Region (2021-2026)
- 8.2 Middle East & Africa Social WiFi Market Size by Concurrent User Capacity (2021-2026)
- 8.3 Middle East & Africa Social WiFi Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL SOCIAL WIFI MARKET FORECAST

- 10.1 Global Social WiFi Forecast by Region (2027-2032)
 - 10.1.1 Global Social WiFi Forecast by Region (2027-2032)
 - 10.1.2 Americas Social WiFi Forecast
 - 10.1.3 APAC Social WiFi Forecast
 - 10.1.4 Europe Social WiFi Forecast
 - 10.1.5 Middle East & Africa Social WiFi Forecast
- 10.2 Americas Social WiFi Forecast by Country (2027-2032)
 - 10.2.1 United States Market Social WiFi Forecast
 - 10.2.2 Canada Market Social WiFi Forecast
 - 10.2.3 Mexico Market Social WiFi Forecast
 - 10.2.4 Brazil Market Social WiFi Forecast
- 10.3 APAC Social WiFi Forecast by Region (2027-2032)
 - 10.3.1 China Social WiFi Market Forecast
 - 10.3.2 Japan Market Social WiFi Forecast
 - 10.3.3 Korea Market Social WiFi Forecast
 - 10.3.4 Southeast Asia Market Social WiFi Forecast
 - 10.3.5 India Market Social WiFi Forecast
 - 10.3.6 Australia Market Social WiFi Forecast
- 10.4 Europe Social WiFi Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Social WiFi Forecast

- 10.4.2 France Market Social WiFi Forecast
- 10.4.3 UK Market Social WiFi Forecast
- 10.4.4 Italy Market Social WiFi Forecast
- 10.4.5 Russia Market Social WiFi Forecast
- 10.5 Middle East & Africa Social WiFi Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Social WiFi Forecast
 - 10.5.2 South Africa Market Social WiFi Forecast
 - 10.5.3 Israel Market Social WiFi Forecast
 - 10.5.4 Turkey Market Social WiFi Forecast
- 10.6 Global Social WiFi Forecast by Concurrent User Capacity (2027-2032)
- 10.7 Global Social WiFi Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Social WiFi Forecast

11 KEY PLAYERS ANALYSIS

11.1 IPERA

- 11.1.1 IPERA Company Information
- 11.1.2 IPERA Social WiFi Product Offered
- 11.1.3 IPERA Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 IPERA Main Business Overview
- 11.1.5 IPERA Latest Developments

11.2 Peplink

- 11.2.1 Peplink Company Information
- 11.2.2 Peplink Social WiFi Product Offered
- 11.2.3 Peplink Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.2.4 Peplink Main Business Overview
- 11.2.5 Peplink Latest Developments

11.3 Purple

- 11.3.1 Purple Company Information
- 11.3.2 Purple Social WiFi Product Offered
- 11.3.3 Purple Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Purple Main Business Overview
- 11.3.5 Purple Latest Developments

11.4 Tanaza

- 11.4.1 Tanaza Company Information
- 11.4.2 Tanaza Social WiFi Product Offered
- 11.4.3 Tanaza Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 Tanaza Main Business Overview
- 11.4.5 Tanaza Latest Developments

11.5 Antamedia

11.5.1 Antamedia Company Information

11.5.2 Antamedia Social WiFi Product Offered

11.5.3 Antamedia Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Antamedia Main Business Overview

11.5.5 Antamedia Latest Developments

11.6 Smart-Social WiFi

11.6.1 Smart-Social WiFi Company Information

11.6.2 Smart-Social WiFi Social WiFi Product Offered

11.6.3 Smart-Social WiFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Smart-Social WiFi Main Business Overview

11.6.5 Smart-Social WiFi Latest Developments

11.7 Vodafone

11.7.1 Vodafone Company Information

11.7.2 Vodafone Social WiFi Product Offered

11.7.3 Vodafone Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Vodafone Main Business Overview

11.7.5 Vodafone Latest Developments

11.8 Fusion WiFi

11.8.1 Fusion WiFi Company Information

11.8.2 Fusion WiFi Social WiFi Product Offered

11.8.3 Fusion WiFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Fusion WiFi Main Business Overview

11.8.5 Fusion WiFi Latest Developments

11.9 Wiacom

11.9.1 Wiacom Company Information

11.9.2 Wiacom Social WiFi Product Offered

11.9.3 Wiacom Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Wiacom Main Business Overview

11.9.5 Wiacom Latest Developments

11.10 Hotelinking

11.10.1 Hotelinking Company Information

11.10.2 Hotelinking Social WiFi Product Offered

11.10.3 Hotelinking Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Hotelinking Main Business Overview

11.10.5 Hotelinking Latest Developments

11.11 Inspira WiFi

- 11.11.1 Inspira WiFi Company Information
- 11.11.2 Inspira WiFi Social WiFi Product Offered
- 11.11.3 Inspira WiFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.11.4 Inspira WiFi Main Business Overview
- 11.11.5 Inspira WiFi Latest Developments
- 11.12 Cloud4Wi
 - 11.12.1 Cloud4Wi Company Information
 - 11.12.2 Cloud4Wi Social WiFi Product Offered
 - 11.12.3 Cloud4Wi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Cloud4Wi Main Business Overview
 - 11.12.5 Cloud4Wi Latest Developments
- 11.13 Social WiFi
 - 11.13.1 Social WiFi Company Information
 - 11.13.2 Social WiFi Social WiFi Product Offered
 - 11.13.3 Social WiFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Social WiFi Main Business Overview
 - 11.13.5 Social WiFi Latest Developments
- 11.14 Aislelabs
 - 11.14.1 Aislelabs Company Information
 - 11.14.2 Aislelabs Social WiFi Product Offered
 - 11.14.3 Aislelabs Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Aislelabs Main Business Overview
 - 11.14.5 Aislelabs Latest Developments
- 11.15 Beambox
 - 11.15.1 Beambox Company Information
 - 11.15.2 Beambox Social WiFi Product Offered
 - 11.15.3 Beambox Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Beambox Main Business Overview
 - 11.15.5 Beambox Latest Developments
- 11.16 MyWiFi Networks
 - 11.16.1 MyWiFi Networks Company Information
 - 11.16.2 MyWiFi Networks Social WiFi Product Offered
 - 11.16.3 MyWiFi Networks Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 MyWiFi Networks Main Business Overview
 - 11.16.5 MyWiFi Networks Latest Developments
- 11.17 AVSystem

- 11.17.1 AVSystem Company Information
- 11.17.2 AVSystem Social WiFi Product Offered
- 11.17.3 AVSystem Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.17.4 AVSystem Main Business Overview
- 11.17.5 AVSystem Latest Developments
- 11.18 Bloom Intelligence
 - 11.18.1 Bloom Intelligence Company Information
 - 11.18.2 Bloom Intelligence Social WiFi Product Offered
 - 11.18.3 Bloom Intelligence Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Bloom Intelligence Main Business Overview
 - 11.18.5 Bloom Intelligence Latest Developments
- 11.19 Splash Access
 - 11.19.1 Splash Access Company Information
 - 11.19.2 Splash Access Social WiFi Product Offered
 - 11.19.3 Splash Access Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.19.4 Splash Access Main Business Overview
 - 11.19.5 Splash Access Latest Developments
- 11.20 SocialSign.in
 - 11.20.1 SocialSign.in Company Information
 - 11.20.2 SocialSign.in Social WiFi Product Offered
 - 11.20.3 SocialSign.in Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.20.4 SocialSign.in Main Business Overview
 - 11.20.5 SocialSign.in Latest Developments
- 11.21 Spectrio
 - 11.21.1 Spectrio Company Information
 - 11.21.2 Spectrio Social WiFi Product Offered
 - 11.21.3 Spectrio Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.21.4 Spectrio Main Business Overview
 - 11.21.5 Spectrio Latest Developments
- 11.22 GoZone WiFi
 - 11.22.1 GoZone WiFi Company Information
 - 11.22.2 GoZone WiFi Social WiFi Product Offered
 - 11.22.3 GoZone WiFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.22.4 GoZone WiFi Main Business Overview
 - 11.22.5 GoZone WiFi Latest Developments

11.23 StayFi

11.23.1 StayFi Company Information

11.23.2 StayFi Social WiFi Product Offered

11.23.3 StayFi Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.23.4 StayFi Main Business Overview

11.23.5 StayFi Latest Developments

11.24 Spotipo

11.24.1 Spotipo Company Information

11.24.2 Spotipo Social WiFi Product Offered

11.24.3 Spotipo Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.24.4 Spotipo Main Business Overview

11.24.5 Spotipo Latest Developments

11.25 Srun

11.25.1 Srun Company Information

11.25.2 Srun Social WiFi Product Offered

11.25.3 Srun Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.25.4 Srun Main Business Overview

11.25.5 Srun Latest Developments

11.26 NINGTON

11.26.1 NINGTON Company Information

11.26.2 NINGTON Social WiFi Product Offered

11.26.3 NINGTON Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.26.4 NINGTON Main Business Overview

11.26.5 NINGTON Latest Developments

11.27 OpenPortal

11.27.1 OpenPortal Company Information

11.27.2 OpenPortal Social WiFi Product Offered

11.27.3 OpenPortal Social WiFi Revenue, Gross Margin and Market Share
(2021-2026)

11.27.4 OpenPortal Main Business Overview

11.27.5 OpenPortal Latest Developments

11.28 Pronetway

11.28.1 Pronetway Company Information

11.28.2 Pronetway Social WiFi Product Offered

11.28.3 Pronetway Social WiFi Revenue, Gross Margin and Market Share (2021-2026)

11.28.4 Pronetway Main Business Overview

11.28.5 Pronetway Latest Developments

11.29 NTT Broadband Platform

11.29.1 NTT Broadband Platform Company Information

- 11.29.2 NTT Broadband Platform Social WiFi Product Offered
- 11.29.3 NTT Broadband Platform Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
- 11.29.4 NTT Broadband Platform Main Business Overview
- 11.29.5 NTT Broadband Platform Latest Developments
- 11.30 POPCHAT
 - 11.30.1 POPCHAT Company Information
 - 11.30.2 POPCHAT Social WiFi Product Offered
 - 11.30.3 POPCHAT Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.30.4 POPCHAT Main Business Overview
 - 11.30.5 POPCHAT Latest Developments
- 11.31 FiberGate
 - 11.31.1 FiberGate Company Information
 - 11.31.2 FiberGate Social WiFi Product Offered
 - 11.31.3 FiberGate Social WiFi Revenue, Gross Margin and Market Share (2021-2026)
 - 11.31.4 FiberGate Main Business Overview
 - 11.31.5 FiberGate Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Social WiFi Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Social WiFi Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Small Capacity, 200 Concurrent Users

Table 6. Social WiFi Market Size CAGR by Concurrent User Capacity (2021 VS 2025 VS 2032) & (\$ millions)

Table 7. Global Social WiFi Market Size by Concurrent User Capacity (2021-2026) & (\$ millions)

Table 8. Global Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)

Table 9. Major Players of Social Account Login

Table 10. Major Players of SMS / Mobile Number Verification

Table 11. Major Players of Email / Form-Based Login

Table 12. Major Players of QR Code Login

Table 13. Major Players of Others

Table 14. Social WiFi Market Size CAGR by Authentication Mode (2021 VS 2025 VS 2032) & (\$ millions)

Table 15. Global Social WiFi Market Size by Authentication Mode (2021-2026) & (\$ millions)

Table 16. Global Social WiFi Market Size Market Share by Authentication Mode (2021-2026)

Table 17. Major Players of Basic Guest WiFi Access

Table 18. Major Players of WiFi Marketing & Customer Engagement

Table 19. Major Players of Analytics & Visitor Data Management

Table 20. Major Players of Enterprise Access Control & Compliance

Table 21. Major Players of Others

Table 22. Social WiFi Market Size CAGR by Functional Orientation (2021 VS 2025 VS 2032) & (\$ millions)

Table 23. Global Social WiFi Market Size by Functional Orientation (2021-2026) & (\$ millions)

Table 24. Global Social WiFi Market Size Market Share by Functional Orientation (2021-2026)

Table 25. Social WiFi Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 26. Global Social WiFi Market Size by Application (2021-2026) & (\$ millions)
Table 27. Global Social WiFi Market Size Market Share by Application (2021-2026)
Table 28. Global Social WiFi Revenue by Player (2021-2026) & (\$ millions)
Table 29. Global Social WiFi Revenue Market Share by Player (2021-2026)
Table 30. Social WiFi Key Players Head office and Products Offered
Table 31. Social WiFi Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 32. New Products and Potential Entrants
Table 33. Mergers & Acquisitions, Expansion
Table 34. Global Social WiFi Market Size by Region (2021-2026) & (\$ millions)
Table 35. Global Social WiFi Market Size Market Share by Region (2021-2026)
Table 36. Global Social WiFi Revenue by Country/Region (2021-2026) & (\$ millions)
Table 37. Global Social WiFi Revenue Market Share by Country/Region (2021-2026)
Table 38. Americas Social WiFi Market Size by Country (2021-2026) & (\$ millions)
Table 39. Americas Social WiFi Market Size Market Share by Country (2021-2026)
Table 40. Americas Social WiFi Market Size by Concurrent User Capacity (2021-2026) & (\$ millions)
Table 41. Americas Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)
Table 42. Americas Social WiFi Market Size by Application (2021-2026) & (\$ millions)
Table 43. Americas Social WiFi Market Size Market Share by Application (2021-2026)
Table 44. APAC Social WiFi Market Size by Region (2021-2026) & (\$ millions)
Table 45. APAC Social WiFi Market Size Market Share by Region (2021-2026)
Table 46. APAC Social WiFi Market Size by Concurrent User Capacity (2021-2026) & (\$ millions)
Table 47. APAC Social WiFi Market Size by Application (2021-2026) & (\$ millions)
Table 48. Europe Social WiFi Market Size by Country (2021-2026) & (\$ millions)
Table 49. Europe Social WiFi Market Size Market Share by Country (2021-2026)
Table 50. Europe Social WiFi Market Size by Concurrent User Capacity (2021-2026) & (\$ millions)
Table 51. Europe Social WiFi Market Size by Application (2021-2026) & (\$ millions)
Table 52. Middle East & Africa Social WiFi Market Size by Region (2021-2026) & (\$ millions)
Table 53. Middle East & Africa Social WiFi Market Size by Concurrent User Capacity (2021-2026) & (\$ millions)
Table 54. Middle East & Africa Social WiFi Market Size by Application (2021-2026) & (\$ millions)
Table 55. Key Market Drivers & Growth Opportunities of Social WiFi
Table 56. Key Market Challenges & Risks of Social WiFi
Table 57. Key Industry Trends of Social WiFi

Table 58. Global Social WiFi Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 59. Global Social WiFi Market Size Market Share Forecast by Region
(2027-2032)

Table 60. Global Social WiFi Market Size Forecast by Concurrent User Capacity
(2027-2032) & (\$ millions)

Table 61. Global Social WiFi Market Size Forecast by Application (2027-2032) & (\$
millions)

Table 62. IPERA Details, Company Type, Social WiFi Area Served and Its Competitors

Table 63. IPERA Social WiFi Product Offered

Table 64. IPERA Social WiFi Revenue (\$ million), Gross Margin and Market Share
(2021-2026)

Table 65. IPERA Main Business

Table 66. IPERA Latest Developments

Table 67. Peplink Details, Company Type, Social WiFi Area Served and Its Competitors

Table 68. Peplink Social WiFi Product Offered

Table 69. Peplink Social WiFi Revenue (\$ million), Gross Margin and Market Share
(2021-2026)

Table 70. Peplink Main Business

Table 71. Peplink Latest Developments

Table 72. Purple Details, Company Type, Social WiFi Area Served and Its Competitors

Table 73. Purple Social WiFi Product Offered

Table 74. Purple Social WiFi Revenue (\$ million), Gross Margin and Market Share
(2021-2026)

Table 75. Purple Main Business

Table 76. Purple Latest Developments

Table 77. Tanaza Details, Company Type, Social WiFi Area Served and Its Competitors

Table 78. Tanaza Social WiFi Product Offered

Table 79. Tanaza Social WiFi Revenue (\$ million), Gross Margin and Market Share
(2021-2026)

Table 80. Tanaza Main Business

Table 81. Tanaza Latest Developments

Table 82. Antamedia Details, Company Type, Social WiFi Area Served and Its
Competitors

Table 83. Antamedia Social WiFi Product Offered

Table 84. Antamedia Social WiFi Revenue (\$ million), Gross Margin and Market Share
(2021-2026)

Table 85. Antamedia Main Business

Table 86. Antamedia Latest Developments

Table 87. Smart-Social WiFi Details, Company Type, Social WiFi Area Served and Its

Competitors

Table 88. Smart-Social WiFi Social WiFi Product Offered

Table 89. Smart-Social WiFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. Smart-Social WiFi Main Business

Table 91. Smart-Social WiFi Latest Developments

Table 92. Vodafone Details, Company Type, Social WiFi Area Served and Its Competitors

Table 93. Vodafone Social WiFi Product Offered

Table 94. Vodafone Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. Vodafone Main Business

Table 96. Vodafone Latest Developments

Table 97. Fusion WiFi Details, Company Type, Social WiFi Area Served and Its Competitors

Table 98. Fusion WiFi Social WiFi Product Offered

Table 99. Fusion WiFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 100. Fusion WiFi Main Business

Table 101. Fusion WiFi Latest Developments

Table 102. Wiacom Details, Company Type, Social WiFi Area Served and Its Competitors

Table 103. Wiacom Social WiFi Product Offered

Table 104. Wiacom Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 105. Wiacom Main Business

Table 106. Wiacom Latest Developments

Table 107. Hotelinking Details, Company Type, Social WiFi Area Served and Its Competitors

Table 108. Hotelinking Social WiFi Product Offered

Table 109. Hotelinking Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 110. Hotelinking Main Business

Table 111. Hotelinking Latest Developments

Table 112. Inspira WiFi Details, Company Type, Social WiFi Area Served and Its Competitors

Table 113. Inspira WiFi Social WiFi Product Offered

Table 114. Inspira WiFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 115. Inspira WiFi Main Business

Table 116. Inspira WiFi Latest Developments

Table 117. Cloud4Wi Details, Company Type, Social WiFi Area Served and Its Competitors

Table 118. Cloud4Wi Social WiFi Product Offered

Table 119. Cloud4Wi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 120. Cloud4Wi Main Business

Table 121. Cloud4Wi Latest Developments

Table 122. Social WiFi Details, Company Type, Social WiFi Area Served and Its Competitors

Table 123. Social WiFi Social WiFi Product Offered

Table 124. Social WiFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 125. Social WiFi Main Business

Table 126. Social WiFi Latest Developments

Table 127. Aislelabs Details, Company Type, Social WiFi Area Served and Its Competitors

Table 128. Aislelabs Social WiFi Product Offered

Table 129. Aislelabs Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 130. Aislelabs Main Business

Table 131. Aislelabs Latest Developments

Table 132. Beambox Details, Company Type, Social WiFi Area Served and Its Competitors

Table 133. Beambox Social WiFi Product Offered

Table 134. Beambox Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 135. Beambox Main Business

Table 136. Beambox Latest Developments

Table 137. MyWiFi Networks Details, Company Type, Social WiFi Area Served and Its Competitors

Table 138. MyWiFi Networks Social WiFi Product Offered

Table 139. MyWiFi Networks Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 140. MyWiFi Networks Main Business

Table 141. MyWiFi Networks Latest Developments

Table 142. AVSystem Details, Company Type, Social WiFi Area Served and Its Competitors

Table 143. AVSystem Social WiFi Product Offered

Table 144. AVSystem Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 145. AVSystem Main Business

Table 146. AVSystem Latest Developments

Table 147. Bloom Intelligence Details, Company Type, Social WiFi Area Served and Its Competitors

Table 148. Bloom Intelligence Social WiFi Product Offered

Table 149. Bloom Intelligence Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 150. Bloom Intelligence Main Business

Table 151. Bloom Intelligence Latest Developments

Table 152. Splash Access Details, Company Type, Social WiFi Area Served and Its Competitors

Table 153. Splash Access Social WiFi Product Offered

Table 154. Splash Access Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 155. Splash Access Main Business

Table 156. Splash Access Latest Developments

Table 157. SocialSign.in Details, Company Type, Social WiFi Area Served and Its Competitors

Table 158. SocialSign.in Social WiFi Product Offered

Table 159. SocialSign.in Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 160. SocialSign.in Main Business

Table 161. SocialSign.in Latest Developments

Table 162. Spectrio Details, Company Type, Social WiFi Area Served and Its Competitors

Table 163. Spectrio Social WiFi Product Offered

Table 164. Spectrio Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 165. Spectrio Main Business

Table 166. Spectrio Latest Developments

Table 167. GoZone WiFi Details, Company Type, Social WiFi Area Served and Its Competitors

Table 168. GoZone WiFi Social WiFi Product Offered

Table 169. GoZone WiFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 170. GoZone WiFi Main Business

Table 171. GoZone WiFi Latest Developments
Table 172. StayFi Details, Company Type, Social WiFi Area Served and Its Competitors
Table 173. StayFi Social WiFi Product Offered
Table 174. StayFi Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 175. StayFi Main Business
Table 176. StayFi Latest Developments
Table 177. Spotipo Details, Company Type, Social WiFi Area Served and Its Competitors
Table 178. Spotipo Social WiFi Product Offered
Table 179. Spotipo Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 180. Spotipo Main Business
Table 181. Spotipo Latest Developments
Table 182. Srun Details, Company Type, Social WiFi Area Served and Its Competitors
Table 183. Srun Social WiFi Product Offered
Table 184. Srun Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 185. Srun Main Business
Table 186. Srun Latest Developments
Table 187. NINGTON Details, Company Type, Social WiFi Area Served and Its Competitors
Table 188. NINGTON Social WiFi Product Offered
Table 189. NINGTON Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 190. NINGTON Main Business
Table 191. NINGTON Latest Developments
Table 192. OpenPortal Details, Company Type, Social WiFi Area Served and Its Competitors
Table 193. OpenPortal Social WiFi Product Offered
Table 194. OpenPortal Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 195. OpenPortal Main Business
Table 196. OpenPortal Latest Developments
Table 197. Pronetway Details, Company Type, Social WiFi Area Served and Its Competitors
Table 198. Pronetway Social WiFi Product Offered
Table 199. Pronetway Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 200. Pronetway Main Business

Table 201. Pronetway Latest Developments

Table 202. NTT Broadband Platform Details, Company Type, Social WiFi Area Served and Its Competitors

Table 203. NTT Broadband Platform Social WiFi Product Offered

Table 204. NTT Broadband Platform Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 205. NTT Broadband Platform Main Business

Table 206. NTT Broadband Platform Latest Developments

Table 207. POPCHAT Details, Company Type, Social WiFi Area Served and Its Competitors

Table 208. POPCHAT Social WiFi Product Offered

Table 209. POPCHAT Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 210. POPCHAT Main Business

Table 211. POPCHAT Latest Developments

Table 212. FiberGate Details, Company Type, Social WiFi Area Served and Its Competitors

Table 213. FiberGate Social WiFi Product Offered

Table 214. FiberGate Social WiFi Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 215. FiberGate Main Business

Table 216. FiberGate Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Social WiFi Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Social WiFi Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Social WiFi Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Social WiFi Sales Market Share by Country/Region (2025)
- Figure 8. Social WiFi Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Social WiFi Market Size Market Share by Concurrent User Capacity in 2025
- Figure 10. Global Social WiFi Market Size Market Share by Authentication Mode in 2025
- Figure 11. Global Social WiFi Market Size Market Share by Functional Orientation in 2025
- Figure 12. Social WiFi in Catering
- Figure 13. Global Social WiFi Market: Catering (2021-2026) & (\$ millions)
- Figure 14. Social WiFi in Hospitality
- Figure 15. Global Social WiFi Market: Hospitality (2021-2026) & (\$ millions)
- Figure 16. Social WiFi in Shopping Malls & Commercial Complexes
- Figure 17. Global Social WiFi Market: Shopping Malls & Commercial Complexes (2021-2026) & (\$ millions)
- Figure 18. Social WiFi in Public Spaces
- Figure 19. Global Social WiFi Market: Public Spaces (2021-2026) & (\$ millions)
- Figure 20. Social WiFi in Entertainment Venues
- Figure 21. Global Social WiFi Market: Entertainment Venues (2021-2026) & (\$ millions)
- Figure 22. Social WiFi in Educational Institutions
- Figure 23. Global Social WiFi Market: Educational Institutions (2021-2026) & (\$ millions)
- Figure 24. Social WiFi in Transportation Hubs
- Figure 25. Global Social WiFi Market: Transportation Hubs (2021-2026) & (\$ millions)
- Figure 26. Social WiFi in Others
- Figure 27. Global Social WiFi Market: Others (2021-2026) & (\$ millions)
- Figure 28. Global Social WiFi Market Size Market Share by Application in 2025
- Figure 29. Global Social WiFi Revenue Market Share by Player in 2025
- Figure 30. Global Social WiFi Market Size Market Share by Region (2021-2026)
- Figure 31. Americas Social WiFi Market Size 2021-2026 (\$ millions)

- Figure 32. APAC Social WiFi Market Size 2021-2026 (\$ millions)
- Figure 33. Europe Social WiFi Market Size 2021-2026 (\$ millions)
- Figure 34. Middle East & Africa Social WiFi Market Size 2021-2026 (\$ millions)
- Figure 35. Americas Social WiFi Value Market Share by Country in 2025
- Figure 36. United States Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 37. Canada Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 38. Mexico Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 39. Brazil Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 40. APAC Social WiFi Market Size Market Share by Region in 2025
- Figure 41. APAC Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)
- Figure 42. APAC Social WiFi Market Size Market Share by Application (2021-2026)
- Figure 43. China Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 44. Japan Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 45. South Korea Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 46. Southeast Asia Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 47. India Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 48. Australia Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 49. Europe Social WiFi Market Size Market Share by Country in 2025
- Figure 50. Europe Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)
- Figure 51. Europe Social WiFi Market Size Market Share by Application (2021-2026)
- Figure 52. Germany Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 53. France Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 54. UK Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 55. Italy Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 56. Russia Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 57. Middle East & Africa Social WiFi Market Size Market Share by Region (2021-2026)
- Figure 58. Middle East & Africa Social WiFi Market Size Market Share by Concurrent User Capacity (2021-2026)
- Figure 59. Middle East & Africa Social WiFi Market Size Market Share by Application (2021-2026)
- Figure 60. Egypt Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 61. South Africa Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 62. Israel Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 63. Turkey Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 64. GCC Countries Social WiFi Market Size Growth 2021-2026 (\$ millions)
- Figure 65. Americas Social WiFi Market Size 2027-2032 (\$ millions)

- Figure 66. APAC Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 67. Europe Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 68. Middle East & Africa Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 69. United States Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 70. Canada Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 71. Mexico Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 72. Brazil Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 73. China Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 74. Japan Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 75. Korea Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 76. Southeast Asia Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 77. India Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 78. Australia Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 79. Germany Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 80. France Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 81. UK Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 82. Italy Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 83. Russia Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 84. Egypt Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 85. South Africa Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 86. Israel Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 87. Turkey Social WiFi Market Size 2027-2032 (\$ millions)
- Figure 88. Global Social WiFi Market Size Market Share Forecast by Concurrent User Capacity (2027-2032)
- Figure 89. Global Social WiFi Market Size Market Share Forecast by Application (2027-2032)
- Figure 90. GCC Countries Social WiFi Market Size 2027-2032 (\$ millions)

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