

Captive Portal Market by Offering (Platform and Services), End-use (Travel & Transportation, Hospitality & Leisure, Coworking Spaces, Shopping Malls & Retail Outlets, Entertainment, ISPs) and Region - Global Forecast to 2028

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Abstracts

MarketsandMarkets forecasts the captive portal market size is projected to grow from USD 0.9 billion in 2023 to USD 1.7 billion by 2028, at a CAGR of 13.4% during the forecast period. Implementing a payment gateway within your Captive Portal enables customers to offer users Wi-Fi services in exchange for a specific payment. Users can be prompted to pay a designated amount for a set duration of Wi-Fi access, such as an hour or a day. Certain Captive Portal solutions enable customers to customize session durations and set bandwidth limitations based on preferences. To monetize Wi-Fi service, customers can begin by offering a limited free Wi-Fi session, typically 5 to 10 minutes. Once users have exhausted their free time, they can be redirected to the same portal page to purchase additional access time.

'By offering, the service segment is expected to grow with the highest CAGR during the forecast period.'

Services include professional and managed services. Captive portal services enable organizations to offload the burden of managing their network infrastructures and focus on their core businesses, thereby increasing their productivity. Services offered by professionals, specialists, or experts to support businesses are known as professional services. They comprise survey, analysis, and consulting; network planning, design, and implementation services; and training, support, and maintenance services. Managed Service Providers (MSPs) offer complementary services for marketing captive portal. They are third-party IT service providers that remotely manage clients' IT

infrastructure and systems for backup and recovery of business-critical data. Professional Services offers a streamlined solution for optimizing your wired and wireless networks rapidly, enabling you to achieve the highest technological benefits in the shortest time frame. Furthermore, it ensures the continued value of your network throughout its lifecycle. With a focus on scalability, the Professional Services team leverages extensive expertise, automation, and industry best practices to deliver designs that can seamlessly accommodate future technology advancements.

'By Hospitality & Leisure, the others (Rental units such as apartment, condos) segment is expected to grow with the highest CAGR during the forecast period.'

Captive portals in condos and rental places are increasingly sought as tenants expect reliable and convenient internet access within their living spaces. By implementing a captive portal, condos and rental properties can provide tenants with easy connectivity to Wi-Fi networks, significantly improving their overall residential experience. Captive portals offer condos and rental places the opportunity to customize the user experience and strengthen their brand identity. By utilizing captive portals, they can showcase property-specific details, services, and promotional messages on the captive portal page, ensuring a cohesive branding experience for tenants. This helps create a sense of belonging and enhances the overall impression of the property.

'Asia Pacific is expected to grow with the highest CAGR during the forecast period.'

Companies operating in this region will benefit from flexible economic conditions, the industrialization-and globalization-motivated policies of governments, and the expanding digitalization and technological adoption, all of which are expected to have a huge impact on the business community in the region. The growth of the captive portal market is anticipated to be fueled by the rising deployment of public Wi-Fi services. Asia Pacific has a significant technology adoption rate and is expected to record the highest growth rate in the captive portal market over the next few years. The increasing internet penetration, the hospitality and tourism industry, the retail sector, educational institutions, public venues, business environments, managed service providers, and government institutions drive the demand for captive portal solutions in the Asia Pacific region.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 39%, and Tier 3 – 26%

By Designation: C-level –25%, D-level – 35%, and Others – 40%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 44%, RoW- 1%

The major players in the captive portal market are Cisco (US), Aruba (US), Juniper (US), Extreme Network (US), Arista (US), Purple (UK), Enea (Sweden), Boingo (US), Netgear (US), IronWifi (US), GlobalReach (UK), Cloud4Wi (US), Skyfii (Australia), GoZone (US), Adentro (US), Anuvu (US), Spotipo (US), Nexnet Solutions (UAE), Performance Network (UK), Cloudi-Fi (France), WifiGem (Italy), Satcom Direct (US), Intelsat (US), Ray (Singapore), WatchGuard (US), Grandstream (US), and Keenetic (Germany). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the captive portal market.

Research Coverage

The market study covers the captive portal market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offering, end-use industry, and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the captive portal market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (To monetize public Wi-Fi service, The increasing demand for

secure and controlled access to Wi-Fi networks, To boost marketing efforts through the captive portal will drive the market growth), restraints (ensure compliance with privacy regulations can be a restraint in the captive portal market), opportunities (Captive portal will help Wi-Fi analytics to get more customer insights, Captive portals offer valuable opportunities for targeted marketing), and challenges (Bandwidth hogging can impact the demand of captive portal, Presence of fake or malicious captive portals can hinder the growth of captive portal market) influencing the growth of the captive portal market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the captive portal market.

Market Development: Comprehensive information about lucrative markets – the report analyses the captive portal market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the captive portal market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Cisco (US), Aruba (US), Extreme Network (US), Arista (US), Purple (UK), Juniper (US), Enea (Sweden), Boingo (US), Netgear (US), IronWifi (US), GlobalReach (UK), Cloud4Wi (US), Skyfii (Australia), GoZone (US), Adentro (US), Anuvu (US), Spotipo (US), Nexnet Solutions (UAE), Performance Network (UK), Cloudi-Fi (France), WifiGem (Italy), Satcom Direct (US), Intelsat (US), Ray (Singapore), WatchGuard (US), Grandstream (US), and Keenetic (Germany).

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
 - 1.3.3 INCLUSIONS AND EXCLUSIONS
 - 1.3.4 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2020–2022
- 1.5 STAKEHOLDERS
- 1.6 RECESSION IMPACT

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 CAPTIVE PORTAL MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary interviews with experts
 - 2.1.2.2 List of key primary interview participants
 - 2.1.2.3 Breakdown of primary profiles
 - 2.1.2.4 Primary sources
 - 2.1.2.5 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
 - FIGURE 2 APPROACHES USED FOR MARKET SIZE ESTIMATION
 - FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 1: SUPPLY-SIDE ANALYSIS OF REVENUE FROM PLATFORMS AND SERVICES
 - 2.2.1 BOTTOM-UP APPROACH
 - FIGURE 4 BOTTOM-UP APPROACH
 - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF CAPTIVE PORTAL VENDORS
 - 2.2.2 TOP-DOWN APPROACH
 - FIGURE 6 TOP-DOWN APPROACH
 - 2.2.3 CAPTIVE PORTAL MARKET ESTIMATION: DEMAND-SIDE ANALYSIS

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS

2.3 DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.4 FACTOR ANALYSIS

TABLE 2 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS

2.7 IMPLICATION OF RECESSION

3 EXECUTIVE SUMMARY

FIGURE 9 CAPTIVE PORTAL MARKET, 2023–2028 (USD MILLION)

FIGURE 10 CAPTIVE PORTAL MARKET, BY OFFERING, 2023 VS. 2028 (USD MILLION)

FIGURE 11 CAPTIVE PORTAL MARKET, BY END USE, 2023 VS. 2028 (USD MILLION)

FIGURE 12 CAPTIVE PORTAL MARKET, BY REGION, 2023

4 PREMIUM INSIGHTS

4.1 CAPTIVE PORTAL MARKET OVERVIEW

FIGURE 13 INCREASING USE OF WI-FI SERVICES TO DRIVE MARKET GROWTH

4.2 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY OFFERING AND END USE (2023)

FIGURE 14 PLATFORM SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE

4.3 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY OFFERING AND END USE (2023)

FIGURE 15 PLATFORM SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE

4.4 EUROPE: CAPTIVE PORTAL MARKET, BY OFFERING AND END USE (2023)

FIGURE 16 PLATFORM SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE

4.5 GEOGRAPHICAL SNAPSHOT OF CAPTIVE PORTAL MARKET

FIGURE 17 ASIA PACIFIC TO ACHIEVE HIGHEST GROWTH DURING FORECAST PERIOD

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 MARKET OVERVIEW

5.2 MARKET DYNAMICS

FIGURE 18 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES:

Captive Portal Market by Offering (Platform and Services), End-use (Travel & Transportation, Hospitality & Lei...

CAPTIVE PORTAL MARKET

5.2.1 DRIVERS

5.2.1.1 Increasing demand for secure and controlled access to WiFi networks

5.2.1.2 Increasing demand for Wi-Fi monetization

5.2.1.3 Increasing focus on marketing efforts through captive portal to drive market growth

5.2.2 RESTRAINTS

5.2.2.1 Compliance with privacy regulations

5.2.3 OPPORTUNITIES

5.2.3.1 Captive portal to help wi-fi analytics to get more customer insights

5.2.3.2 Captive portals to offer valuable opportunities for targeted marketing

5.2.4 CHALLENGES

5.2.4.1 Bandwidth hogging to impact demand for captive portal

5.2.4.2 Presence of fake or malicious captive portals to hinder growth of market

5.3 HISTORY OF CAPTIVE PORTAL

5.3.1 EARLY INTERNET AND DIAL-UP ERA

5.3.2 RISE OF WI-FI AND NEED FOR ACCESS CONTROL

5.3.3 EMERGENCE OF CAPTIVE PORTALS

5.3.4 AUTHENTICATION METHODS AND EVOLUTION

5.3.5 CUSTOMIZATION AND USER EXPERIENCE

5.3.6 EXPANSION INTO NEW SECTORS

5.3.7 TECHNOLOGICAL ADVANCEMENTS IN CAPTIVE PORTAL TECHNOLOGY

FIGURE 19 EVOLUTION OF CAPTIVE PORTAL

5.4 ECOSYSTEM ANALYSIS

FIGURE 20 CAPTIVE PORTAL MARKET: ECOSYSTEM

TABLE 3 CAPTIVE PORTAL MARKET: ECOSYSTEM

5.4.1 PLATFORM PROVIDERS

5.4.2 SERVICE PROVIDERS

5.4.3 SYSTEM INTEGRATORS

5.4.4 NETWORK INFRASTRUCTURE PROVIDERS

5.4.5 INTERNET SERVICE PROVIDERS(ISPS)

5.4.6 END USERS

5.5 VALUE CHAIN ANALYSIS

FIGURE 21 CAPTIVE PORTAL MARKET: VALUE CHAIN ANALYSIS

5.6 PRICING ANALYSIS

5.6.1 AVERAGE SELLING PRICE OF KEY PLAYERS, BY OFFERING

TABLE 4 PRICING MODELS AND INDICATIVE PRICE POINTS, 2022–2023

5.7 AVERAGE SELLING PRICE TREND

5.8 INDUSTRY USE CASES

5.8.1 USE CASE 1: BEST WESTERN INSTALLED FAST AND COMPLIANT GUEST WI-FI NETWORKS WITH PERFORMANCE NETWORK

5.8.2 USE CASE 2: MCDONALD'S BELGIUM PARTNERED WITH CISCO MERAKI, PURPLE, AND SOCIALSPOT TO PROVIDE GUEST WI-FI TO VISITORS

5.8.3 USE CASE 3: AGS AIRPORTS INTRODUCED AN ENHANCED WI-FI SERVICE BY LEVERAGING PURPLE WIFI SOLUTIONS

5.8.4 USE CASE 4: GLOBALREACH DEPLOYED HIGH-PERFORMANCE PUBLIC WI-FI FOR LINKNYC

5.8.5 USE CASE 5: WALMART CANADA DEPLOYED PURPLE GUEST WI-FI TO ELEVATE GUEST WIFI EXPERIENCE

5.9 PATENT ANALYSIS

5.9.1 TYPES OF PATENTS

TABLE 5 PATENTS FILED, 2018–2023

5.9.2 INNOVATION AND PATENT APPLICATIONS

FIGURE 22 TOTAL NUMBER OF PATENTS GRANTED IN A YEAR, 2018–2023

FIGURE 23 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS

TABLE 6 TOP 10 PATENT OWNERS IN CAPTIVE PORTAL MARKET, 2018–2023

TABLE 7 LIST OF FEW PATENTS IN CAPTIVE PORTAL MARKET, 2018–2023

FIGURE 24 TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS OF CAPTIVE PORTAL MARKET

5.10 PORTER'S FIVE FORCES ANALYSIS

TABLE 8 CAPTIVE PORTAL MARKET: PORTER'S FIVE FORCES MODEL

5.10.1 THREAT OF NEW ENTRANTS

5.10.2 THREAT OF SUBSTITUTES

5.10.3 BARGAINING POWER OF BUYERS

5.10.4 BARGAINING POWER OF SUPPLIERS

5.10.5 INTENSITY OF COMPETITIVE RIVALRY

5.11 REGULATORY LANDSCAPE

TABLE 9 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 MIDDLE EAST AND AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

- 5.11.1 ISO/TC 184/SC 4
- 5.11.2 ISO/ TC 184
- 5.11.3 GENERAL PERSONAL DATA PROTECTION LAW (GPDP)
- 5.11.4 CALIFORNIA DATA PRIVACY PROTECTION ACT
- 5.11.5 GDPR
- 5.12 KEY STAKEHOLDERS AND BUYING CRITERIA
 - 5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS
 - FIGURE 25 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS
 - TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS
 - 5.12.2 BUYING CRITERIA
 - FIGURE 26 KEY BUYING CRITERIA
 - TABLE 15 KEY BUYING CRITERIA
- 5.13 KEY CONFERENCES AND EVENTS, 2023–2024
- TABLE 16 CAPTIVE PORTAL MARKET: DETAILED LIST OF CONFERENCES AND EVENTS
- 5.14 BEST PRACTICES IN CAPTIVE PORTAL MARKET
- 5.15 FUTURE DIRECTIONS OF CAPTIVE PORTAL MARKET LANDSCAPE
 - 5.15.1 CAPTIVE PORTAL ROADMAP TILL 2030
 - 5.15.1.1 Short-term roadmap (2023-2025)
 - 5.15.1.2 Mid-term roadmap (2026-2028)
 - 5.15.1.3 Long-term roadmap (2029-2030)
 - 5.15.2 FUTURE OF WI-FI ADVERTISING
- 5.16 DIFFERENT TYPES OF CLICK-TO-LOGIN PORTAL
 - 5.16.1 USERNAME AND PASSWORD
 - 5.16.2 SOCIAL MEDIA LOGIN
 - 5.16.3 EMAIL VERIFICATION
 - 5.16.4 SMS VERIFICATION
 - 5.16.5 VOUCHER OR TICKET CODES
 - 5.16.6 MAC ADDRESS AUTHENTICATION
 - 5.16.7 SINGLE SIGN-ON (SSO)

6 CAPTIVE PORTAL MARKET, BY OFFERING

- 6.1 INTRODUCTION
 - 6.1.1 OFFERING: CAPTIVE PORTAL MARKET DRIVERS
 - FIGURE 27 SERVICES SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
 - TABLE 17 CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)
 - TABLE 18 CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 PLATFORMS

6.2.1 ORGANIZATIONS TO ADOPT CAPTIVE PORTAL PLATFORMS TO PROVIDE AUTHORIZED WI-FI ACCESS

TABLE 19 PLATFORM: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 20 PLATFORM: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3 SERVICES

6.3.1 TRAINING, SUPPORT, AND MAINTENANCE SERVICES TO ENABLE ENTERPRISES TO DESIGN AND DEPLOY CAPTIVE PORTALS

TABLE 21 SERVICES: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 22 SERVICES: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7 CAPTIVE PORTAL MARKET, BY END USE

7.1 INTRODUCTION

7.1.1 END USE: CAPTIVE PORTAL MARKET DRIVERS

FIGURE 28 COWORKING SPACES SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 23 CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 24 CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

FIGURE 29 LIST OF PLAYERS IN EACH END USE

7.2 TRAVEL & TRANSPORTATION

7.2.1 DEVELOPMENT OF INTELLIGENT TRANSPORTATION SOLUTIONS TO INCREASE DEMAND FOR CAPTIVE PORTALS

TABLE 25 TRAVEL & TRANSPORTATION: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 26 TRAVEL & TRANSPORTATION: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.2 USE CASES

7.2.2.1 Showcasing multiple advertisements exclusively for specific brand

7.2.2.2 Offering Wi-Fi services through customized captive portals

7.2.2.3 Creating, launching, and managing free community Wi-Fi services for UK rail customers

7.2.2.4 3i Infotech to introduce Bharat Network to provide free Wi-Fi services while implementing monetization strategy

TABLE 27 TRAVEL & TRANSPORTATION: CAPTIVE PORTAL MARKET, BY TYPE

2018–2022 (USD MILLION)

TABLE 28 TRAVEL & TRANSPORTATION: CAPTIVE PORTAL MARKET, BY TYPE, 2023–2028 (USD MILLION)

7.2.3 AIRPORTS

TABLE 29 AIRPORTS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 30 AIRPORTS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.4 TRAIN STATIONS

TABLE 31 TRAIN STATIONS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 32 TRAIN STATIONS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.5 CRUISE SHIPS

TABLE 33 CRUISE SHIPS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 34 CRUISE SHIPS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.6 OTHERS

TABLE 35 OTHERS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 36 OTHERS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 HOSPITALITY & LEISURE

7.3.1 CAPTIVE PORTALS TO OFFER PERSONALIZED EXPERIENCE TO CUSTOMERS IN HOTELS, CAFES, AND RESTAURANTS

TABLE 37 HOSPITALITY & LEISURE: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 38 HOSPITALITY & LEISURE: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.2 USE CASES

7.3.2.1 Checking quality and reliability of WiFi service for guests at Apartamentos Vista Club

7.3.2.2 Hotelinking to implement WiFiBot to provide comprehensive visibility over networks

7.3.2.3 Tyne & Wear Archives & Museums to deploy captive portal platform for proactive assistance to ensure visitors' secure and high-quality internet experience

7.3.2.4 GNI embarked on new site in Nottingham City center and approached performance networks to install their guest WiFi portal solution

7.3.2.5 Ramada Park Hall Wolverhampton Hotel and Spa successfully provided exceptional guest experience with performance network's WiFi marketing and registration service

TABLE 39 HOSPITALITY & LEISURE: CAPTIVE PORTAL MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 40 HOSPITALITY & LEISURE: CAPTIVE PORTAL MARKET, BY TYPE, 2023–2028 (USD MILLION)

7.3.3 HOTELS & RESORTS

TABLE 41 HOTEL & RESORTS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 42 HOTEL & RESORTS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.4 RESTAURANTS & CAFES

TABLE 43 RESTAURANTS & CAFES: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 44 RESTAURANTS & CAFES: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.5 PUBLIC SPACES

TABLE 45 PUBLIC SPACES: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 46 PUBLIC SPACES: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.6 OTHERS

TABLE 47 OTHERS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 48 OTHERS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4 COWORKING SPACES

7.4.1 RISING DEMAND FOR SECURE AND DEPENDABLE WI-FI SOLUTIONS TO INCREASE DEMAND FOR CAPTIVE PORTAL

TABLE 49 COWORKING SPACES: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 50 COWORKING SPACES: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4.2 USE CASES

7.4.2.1 Integration of IronWiFi into coworking spaces to be game-changer for both operators and users

7.5 SHOPPING MALLS & RETAIL OUTLETS

7.5.1 ENHANCING CUSTOMER EXPERIENCE WITHIN THEIR PHYSICAL

LOCATIONS

TABLE 51 SHOPPING MALLS & RETAIL OUTLETS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 52 SHOPPING MALLS & RETAIL OUTLETS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.5.2 USE CASES

7.5.2.1 Prominent French luxury fashion brand to enhance guest Wi-Fi experience in its physical stores

7.5.2.2 ClouDi-Fi's captive portal solution to be chosen by Syst?me U to elevate customer experience in its extensive network of 1500 stores

7.6 ENTERTAINMENT

7.6.1 CAPTIVE PORTALS TO BE IN DEMAND IN ENTERTAINMENT INDUSTRY TO ENHANCE CONNECTIVITY AND ENGAGE WITH AUDIENCES

TABLE 53 ENTERTAINMENT: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 54 ENTERTAINMENT: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.6.2 USE CASES

7.6.2.1 GoZone to offer fans reliable and high-quality Wi-Fi experience in stadium

7.7 INTERNET SERVICE PROVIDERS (ISPS)

7.7.1 CAPTIVE PORTALS TO ENHANCE CONNECTIVITY AND ENGAGE WITH AUDIENCES

TABLE 55 INTERNET SERVICE PROVIDERS: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 56 INTERNET SERVICE PROVIDERS: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

7.7.2 USE CASES

7.7.2.1 Stl Tech WiFi solution to enable operators to offer seamless WiFi connectivity to their subscribers across public places

7.7.2.2 Spotipo captive portal solution to help ISPs to integrate two Wi-Fi platforms and provide them with extra security and reporting functionality

7.8 OTHERS END USE

7.8.1 CAPTIVE PORTALS TO PROVIDE SECURE AND CONTROLLED INTERNET ACCESS TO USERS

TABLE 57 OTHER END USE: CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 58 OTHER END USE: CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

8 CAPTIVE PORTAL MARKET, BY REGION

8.1 INTRODUCTION

FIGURE 30 CAPTIVE PORTAL MARKET: REGIONAL SNAPSHOT (2023)

FIGURE 31 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 59 CAPTIVE PORTAL MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 60 CAPTIVE PORTAL MARKET, BY REGION, 2023–2028 (USD MILLION)

8.2 NORTH AMERICA

FIGURE 32 NORTH AMERICA: MARKET SNAPSHOT

8.2.1 NORTH AMERICA: CAPTIVE PORTAL MARKET DRIVERS

8.2.2 NORTH AMERICA: RECESSION IMPACT

TABLE 61 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 62 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 63 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 64 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 65 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 66 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 67 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 68 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

TABLE 69 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 70 NORTH AMERICA: CAPTIVE PORTAL MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

8.2.3 US

8.2.3.1 Presence of key market players to enhance growth of captive portal solutions

TABLE 71 US: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 72 US: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 73 US: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD

MILLION)

TABLE 74 US: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 75 US: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 76 US: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 77 US: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 78 US: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.2.4 CANADA

8.2.4.1 Increase in number of cyberattacks to drive demand

TABLE 79 CANADA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 80 CANADA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 81 CANADA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 82 CANADA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 83 CANADA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 84 CANADA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 85 CANADA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 86 CANADA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.2.5 LIST OF PLAYERS IN NORTH AMERICA

8.3 EUROPE

FIGURE 33 EUROPE: MARKET SNAPSHOT

8.3.1 EUROPE: CAPTIVE PORTAL MARKET DRIVERS

8.3.2 EUROPE: RECESSION IMPACT

TABLE 87 EUROPE: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 88 EUROPE: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 89 EUROPE: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD

MILLION)

TABLE 90 EUROPE: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 91 EUROPE: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 92 EUROPE: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 93 EUROPE: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 94 EUROPE: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

TABLE 95 EUROPE: CAPTIVE PORTAL MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 96 EUROPE: CAPTIVE PORTAL MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

8.3.3 UK

8.3.3.1 Increased adoption of cloud-based services to drive growth

TABLE 97 UK: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 98 UK: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 99 UK: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 100 UK: CAPTIVE PORTAL MARKET, BY END-USE, 2023–2028 (USD MILLION)

TABLE 101 UK: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 102 UK: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 103 UK: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 104 UK: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.3.4 GERMANY

8.3.4.1 Significant adoption of smart devices in automobile industry to drive growth

TABLE 105 GERMANY: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 106 GERMANY: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 107 GERMANY: CAPTIVE PORTAL MARKET, BY END-USE, 2018–2022 (USD MILLION)

TABLE 108 GERMANY: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 109 GERMANY: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 110 GERMANY: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 111 GERMANY: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 112 GERMANY: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.3.5 ITALY

8.3.5.1 Deployment of captive portal to take valuable insights of customers about their travelling experience

8.3.6 SPAIN

8.3.6.1 Government initiatives to provide secure access to public Wi-Fi

8.3.7 FRANCE

8.3.7.1 Rising need to provide secure and high-speed internet connectivity to customers to fuel demand

8.3.8 NORDIC

8.3.8.1 Managing internet usage and providing limited access to public Wi-Fi to drive market

8.3.9 REST OF EUROPE

8.3.10 LIST OF PLAYERS IN EUROPE

8.4 ASIA PACIFIC

FIGURE 34 ASIA PACIFIC: MARKET SNAPSHOT

8.4.1 ASIA PACIFIC: RECESSION IMPACT

8.4.2 ASIA PACIFIC: CAPTIVE PORTAL MARKET DRIVERS

TABLE 113 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 114 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 115 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 116 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 117 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 118 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 119 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 120 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

TABLE 121 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 122 ASIA PACIFIC: CAPTIVE PORTAL MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

8.4.3 CHINA

8.4.3.1 Demand of captive portal to increase to gather customer-related data

TABLE 123 CHINA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 124 CHINA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 125 CHINA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 126 CHINA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 127 CHINA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 128 CHINA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 129 CHINA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 130 CHINA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.4.4 JAPAN

8.4.4.1 Managed Wi-Fi networks to drive growth of market

8.4.5 INDIA

8.4.5.1 Bringing affordable and accessible internet connectivity to rural and remote regions of India

TABLE 131 INDIA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 132 INDIA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 133 INDIA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 134 INDIA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 135 INDIA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 136 INDIA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 137 INDIA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 138 INDIA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.4.6 AUSTRALIA AND NEW ZEALAND

8.4.6.1 Getting customer insights and offering customized services based on preferences

8.4.7 SOUTHEAST ASIA

8.4.7.1 Increasing need for secure Wifi networks to drive demand

8.4.8 REST OF ASIA PACIFIC

8.4.9 LIST OF PLAYERS IN ASIA PACIFIC

8.5 MIDDLE EAST & AFRICA

8.5.1 RECESSION IMPACT: MIDDLE EAST & AFRICA

8.5.2 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET DRIVERS

TABLE 139 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 140 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 141 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 142 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 143 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 144 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 145 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 146 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

TABLE 147 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 148 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET, BY COUNTRY,

2023–2028 (USD MILLION)

8.5.3 UAE

8.5.3.1 Building secure and strong Wi-Fi sharing infrastructure

8.5.4 KSA

8.5.4.1 Providing secured and managed Wi-Fi networks

TABLE 149 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 150 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 151 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 152 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 153 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 154 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 155 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 156 SAUDI ARABIA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.5.5 SOUTH AFRICA

8.5.5.1 Implementing user authentication and logging mechanisms for Wi-Fi networks

8.5.6 REST OF MIDDLE EAST & AFRICA

8.5.7 LIST OF PLAYERS IN MIDDLE EAST & AFRICA

8.6 LATIN AMERICA

8.6.1 LATIN AMERICA: CAPTIVE PORTAL MARKET DRIVERS

TABLE 157 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 158 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 159 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 160 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 161 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 162 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 163 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 164 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

TABLE 165 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 166 LATIN AMERICA: CAPTIVE PORTAL MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

8.6.2 BRAZIL

8.6.2.1 Taking customer insights and developing new marketing strategies

TABLE 167 BRAZIL: CAPTIVE PORTAL MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 168 BRAZIL: CAPTIVE PORTAL MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 169 BRAZIL: CAPTIVE PORTAL MARKET, BY END USE, 2018–2022 (USD MILLION)

TABLE 170 BRAZIL: CAPTIVE PORTAL MARKET, BY END USE, 2023–2028 (USD MILLION)

TABLE 171 BRAZIL: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2018–2022 (USD MILLION)

TABLE 172 BRAZIL: CAPTIVE PORTAL MARKET, BY TRAVEL & TRANSPORTATION, 2023–2028 (USD MILLION)

TABLE 173 BRAZIL: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2018–2022 (USD MILLION)

TABLE 174 BRAZIL: CAPTIVE PORTAL MARKET, BY HOSPITALITY & LEISURE, 2023–2028 (USD MILLION)

8.6.3 MEXICO

8.6.3.1 Rising numbers of public wi-fi in the country to fuel demand of captive portals

8.6.4 REST OF LATIN AMERICA

8.6.5 LIST OF PLAYERS IN LATIN AMERICA

9 COMPETITIVE LANDSCAPE

9.1 OVERVIEW

9.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 175 OVERVIEW OF STRATEGIES DEPLOYED BY KEY PLAYERS IN CAPTIVE PORTAL MARKET

9.3 COMPETITIVE SCENARIO

9.4 MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 176 CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.5 MARKET SHARE ANALYSIS OF TOP PLAYERS ,BY REGION

9.5.1 NORTH AMERICA: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 177 NORTH AMERICA: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.5.2 EUROPE: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 178 EUROPE: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.5.3 ASIA PACIFIC: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 179 ASIA PACIFIC: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.5.4 MIDDLE EAST & AFRICA: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 180 MIDDLE EAST & AFRICA: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.5.5 LATIN AMERICA: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 181 LATIN AMERICA: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6 MARKET SHARE ANALYSIS OF TOP PLAYERS BY END-USE

9.6.1 TRAVEL & TRANSPORTATION: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 182 TRAVEL & TRANSPORTATION: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6.2 HOSPITALITY & LEISURE: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 183 HOSPITALITY & LEISURE: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6.3 COWORKING SPACES: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 184 COWORKING SPACES: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6.4 SHOPPING MALLS & RETAIL OUTLETS: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 185 SHOPPING MALLS & RETAIL OUTLETS: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6.5 ENTERTAINMENT: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 186 ENTERTAINMENT: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.6.6 ISPS: MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 187 ISPS: CAPTIVE PORTAL MARKET: DEGREE OF COMPETITION

9.7 COMPETITIVE BENCHMARKING

TABLE 188 PRODUCT FOOTPRINT WEIGHTAGE

TABLE 189 CAPTIVE PORTAL MARKET: COMPETITIVE BENCHMARKING OF

PLAYERS BY OFFERING, INDUSTRY, AND REGION

TABLE 190 CAPTIVE PORTAL MARKET: DETAILED LIST OF KEY STARTUPS/SMES

9.8 MARKET RANKING OF KEY PLAYERS IN CAPTIVE PORTAL MARKET, 2023

FIGURE 35 MARKET RANKING OF KEY PLAYERS, 2023

9.9 COMPANY EVALUATION QUADRANT

FIGURE 36 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

9.9.1 STARS

9.9.2 EMERGING LEADERS

9.9.3 PERVASIVE PLAYERS

9.9.4 PARTICIPANTS

FIGURE 37 CAPTIVE PORTAL MARKET COMPANY EVALUATION MATRIX, 2023

9.10 STARTUPS/SMES EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

FIGURE 38 STARTUPS/SMES EVALUATION MATRIX: CRITERIA WEIGHTAGE

9.10.1 PROGRESSIVE COMPANIES

9.10.2 RESPONSIVE COMPANIES

9.10.3 DYNAMIC COMPANIES

9.10.4 STARTING BLOCKS

FIGURE 39 STARTUPS/SMES CAPTIVE PORTAL MARKET EVALUATION MATRIX, 2023

9.11 COMPETITIVE SCENARIO

9.11.1 PRODUCT LAUNCHES

TABLE 191 PRODUCT LAUNCHES, JANUARY 2019–MARCH 2023

9.11.2 DEALS

TABLE 192 DEALS, JANUARY 2019–MARCH 2023

9.12 CAPTIVE PORTAL PRODUCT BENCHMARKING

9.12.1 PROMINENT CAPTIVE PORTAL PLATFORMS

TABLE 193 COMPARATIVE ANALYSIS OF CAPTIVE PORTAL PLATFORMS

9.12.1.1 Cisco captive portals

9.12.1.2 Purple captive portals

9.12.1.3 IronWifi captive portals

9.12.1.4 Extreme captive portals

9.12.1.5 Aruba captive portals

9.13 VALUATION AND FINANCIAL METRICS OF KEY CAPTIVE PORTAL VENDORS

FIGURE 40 VALUATION AND FINANCIAL METRICS OF CAPTIVE PORTAL VENDORS

10 COMPANY PROFILES

10.1 VENDOR-NATIVE CAPTIVE PORTAL PROVIDERS

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

10.1.1 CISCO

TABLE 194 CISCO: BUSINESS OVERVIEW

FIGURE 41 CISCO: COMPANY SNAPSHOT

TABLE 195 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 196 CISCO: PRODUCT LAUNCHES

10.1.2 ARUBA NETWORKS

TABLE 197 ARUBA NETWORKS: BUSINESS OVERVIEW

FIGURE 42 ARUBA NETWORKS: COMPANY SNAPSHOT

TABLE 198 ARUBA NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

10.1.3 ARISTA NETWORKS

TABLE 199 ARISTA NETWORKS: BUSINESS OVERVIEW

FIGURE 43 ARISTA NETWORKS: COMPANY SNAPSHOT

TABLE 200 ARISTA NETWORKS: PRODUCT/SOLUTIONS/SERVICES OFFERED

10.1.4 EXTREME NETWORKS

TABLE 201 EXTREME NETWORKS: BUSINESS OVERVIEW

FIGURE 44 EXTREME NETWORKS: COMPANY SNAPSHOT

TABLE 202 EXTREME NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 203 EXTREME NETWORKS: DEALS

10.1.5 JUNIPER NETWORKS

TABLE 204 JUNIPER NETWORKS: BUSINESS OVERVIEW

FIGURE 45 JUNIPER NETWORKS: COMPANY SNAPSHOT

TABLE 205 JUNIPER NETWORKS: SOLUTIONS/SERVICES OFFERED

10.2 EXTERNAL CAPTIVE PORTAL PROVIDERS

10.2.1 PURPLE AI

TABLE 206 PURPLE AI: BUSINESS OVERVIEW

TABLE 207 PURPLE AI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 208 PURPLE AI: DEALS

10.2.2 ENEA

TABLE 209 ENEA: BUSINESS OVERVIEW

FIGURE 46 ENEA: COMPANY SNAPSHOT

TABLE 210 ENEA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 211 ENEA: PRODUCT LAUNCHES

TABLE 212 ENEA: DEALS

10.2.3 BOINGO

TABLE 213 BOINGO: BUSINESS OVERVIEW

FIGURE 47 BOINGO: COMPANY SNAPSHOT

TABLE 214 BOINGO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 215 BOINGO: PRODUCT LAUNCHES

TABLE 216 BOINGO: DEALS

10.2.4 NETGEAR

TABLE 217 NETGEAR: BUSINESS OVERVIEW

FIGURE 48 NETGEAR: COMPANY SNAPSHOT

TABLE 218 NETGEAR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

10.2.5 IRONWIFI

TABLE 219 IRONWIFI: BUSINESS OVERVIEW

TABLE 220 IRONWIFI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

10.2.6 GLOBAL REACH

TABLE 221 GLOBAL REACH: BUSINESS OVERVIEW

TABLE 222 GLOBAL REACH: SOLUTIONS/SERVICES OFFERED

TABLE 223 GLOBAL REACH: PRODUCT LAUNCHES AND ENHANCEMENTS

10.2.7 CLOUD4WI

TABLE 224 CLOUD4WI: BUSINESS OVERVIEW

TABLE 225 CLOUD4WI: SOLUTIONS/SERVICES OFFERED

TABLE 226 CLOUD4WI: DEALS

10.2.8 SKYFII

TABLE 227 SKYFII: BUSINESS OVERVIEW

FIGURE 49 SKYFII: COMPANY SNAPSHOT

TABLE 228 SKYFII: SOLUTIONS/SERVICES OFFERED

10.2.9 GOZONE

10.2.10 ADENTRO

10.2.11 ANUVU

10.2.12 SPOTIPO

10.2.13 NEXNET SOLUTIONS

10.2.14 PERFORMANCE NETWORK

10.2.15 CLOUDI-FI

10.2.16 WIFIGEM

10.2.17 SATCOM DIRECT

10.2.18 INTELSAT

10.2.19 RAYLIFE

10.2.20 WATCHGUARD

10.2.21 GRAND STREAM

10.2.22 KEENETIC

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

11 ADJACENT/RELATED MARKETS

Captive Portal Market by Offering (Platform and Services), End-use (Travel & Transportation, Hospitality & Lei...

11.1 WI-FI ANALYTICS MARKET

11.1.1 MARKET DEFINITION

11.1.2 MARKET OVERVIEW

11.1.3 WI-FI ANALYTICS MARKET, BY APPLICATION

11.1.3.1 WI-FI PRESENCE ANALYTICS

TABLE 229 WI-FI PRESENCE ANALYTICS: WI-FI ANALYTICS MARKET, BY REGION, 2017–2024 (USD MILLION)

11.1.3.2 WI-FI MARKETING ANALYTICS

TABLE 230 WI-FI MARKETING ANALYTICS: WI-FI ANALYTICS MARKET, BY REGION, 2017–2024 (USD MILLION)

11.2 WI-FI AS A SERVICE MARKET

11.2.1 MARKET DEFINITION

11.2.2 MARKET OVERVIEW

11.2.3 WIFI AS A SERVICE MARKET, BY LOCATION TYPE

TABLE 231 WI-FI AS A SERVICE MARKET, BY LOCATION TYPE, 2017–2020 (USD MILLION)

TABLE 232 WI-FI AS A SERVICE MARKET, BY LOCATION TYPE, 2021–2026 (USD MILLION)

11.2.3.1 Indoor

TABLE 233 INDOOR: WI-FI AS A SERVICE MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 234 INDOOR: WI-FI AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)

11.2.3.2 Outdoor

TABLE 235 OUTDOOR: WI-FI AS A SERVICE MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 236 OUTDOOR: WI-FI AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGESTORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

12.3 CUSTOMIZATION OPTIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

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