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Managed Domain Name System (DNS) Market by DNS Service, DNS Server (Primary Servers and Secondary Servers), Cloud Deployment, End User, Enterprise (BFSI, Retail & eCommerce, Media & Entertainment, Healthcare) and Region - Global Forecast to 2028

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Abstracts

MarketsandMarkets forecasts that the managed DNS market size is projected to grow from USD 0.6 billion in 2023 to USD 1.3 billion by 2028, at a CAGR of 18.1% during the forecast period. Managed DNS can offer a cost-effective solution compared to maintaining and managing an in-house DNS infrastructure. This is particularly appealing to small and medium-sized businesses looking to optimize their IT costs.

“By end user, the service providers segment is expected to grow with the highest CAGR during the forecast period.”

Managed DNS is integral for service providers, streamlining domain management and enhancing online service performance. These services handle domain registration, hosting DNS records, and employ a global network of servers strategically located worldwide. Leveraging Anycast technology, they ensure low-latency responses by routing DNS queries to the nearest node. Load balancing features optimize server distribution, enhancing application reliability. Managed DNS often includes security measures like DDoS protection and DNSSEC, fortifying against malicious activities. Traffic management tools allow providers to customize routing based on factors like geography or server health.

“By end user, the enterprises segment is expected to hold the largest market size during the forecast period.”

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Enterprises strategically employ managed DNS to uphold the reliability, performance, and security of their online infrastructure. These services play a pivotal role in ensuring high availability by distributing DNS records across a global network of servers and minimizing downtime for websites and applications. Leveraging features such as global server load balancing and integration with Content Delivery Networks (CDNs), enterprises optimize traffic distribution and enhance content delivery speed. Enterprises value the control and customization options these services provide, allowing for easy management of DNS configurations.

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

The Asia Pacific region has become a hotbed for rapidly adopting managed DNS. The managed DNS market in Asia Pacific is booming, fueled by rising internet penetration, cloud adoption, and security concerns with China, Japan, and India leading the charge. Cloud-based services are gaining traction, while industries like BFSI, media, and IT drive demand. Consolidation is shaping the competitive landscape, with established players like AWS, GoDaddy, and Akamai competing for dominance. As the market embraces new technologies like blockchain and AI, the future looks bright for managed DNS in Asia Pacific.

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: Tier 1–35%, Tier 2–45%, and Tier 3–20%

? By Designation: C-Level Executives–35%, Director Level–25%, and Others–40%

? By Region: North America–45%, Europe–20%, APAC–30%, RoW–5%

The major players in the Managed DNS market are AWS (US), Cloudflare (US), DNS Made Easy (US), GoDaddy (US), Vercara (US), Akamai (US), CDNetworks (US), Microsoft (US), NS1 (US), Oracle (US), CloudfloorDNS (US), Google (US), F5 (US), No-IP (US), Netriplex (US), easyDNS (Canada), ClouDNS (Bulgaria), DNSimple (US), EuroDNS (Luxembourg), Gransy (Czech Republic), BlueCat (Canada), NuSEC (US), Rage4 (Ireland), StackPath (US), Total Uptime (US), PowerDNS (Netherlands). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to

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expand their footprint in the managed DNS market.

Research Coverage

The report segments the global Managed DNS market based on DNS service has been classified into Anycast Network, Distributed Denial of Service Protection, GeoDNS, and Other DNS Services. By DNS server, the managed DNS market is divided into two categories: Primary DNS servers, and Secondary DNS Servers. By cloud deployment, the managed DNS market is categorized by Public Cloud, Private Cloud, and Hybrid Cloud. By end user, the market is divided into 2 categories: enterprises and service providers. By enterprises, the market has been classified into BFSI, Retail & eCommerce, Media & Entertainment, Healthcare, IT & ITeS, Government, Education, and Other Enterprises. By region, the market has been segmented into North America, Europe, Asia Pacific, Middle East & Africa, and Latin America.

Key benefits of the report

The report would help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall managed DNS market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to position their businesses better and plan suitable go-to-market strategies. The report would help stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (securing websites from DDoS attacks, low cost associated with managed DNS, high return on investment, and enhanced customer experience), restraints (availability of free DNS service providers, technological complexities), opportunities (growth in cloud computing, increasing online presence of retail & eCommerce, media & entertainment, & BFSI businesses), and challenges (data privacy concerns, market competition).

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

Market Development: Comprehensive information about lucrative markets – the

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report analyses the managed DNS market across varied regions.

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as AWS (US), Cloudflare (US), DNS Made Easy (US), GoDaddy (US), Vercara (US), Akamai (US), CDNetworks (US), Microsoft (US), NS1 (US), Oracle (US), CloudfloorDNS (US), Google (US), F5 (US), No-IP (US), Netriplex (US), easyDNS (Canada), ClouDNS (Bulgaria), DNSimple (US), EuroDNS (Luxembourg), Gransy (Czech Republic), BlueCat (Canada), NuSEC (US), Rage4 (Ireland), StackPath (US), Total Uptime (US), PowerDNS (Netherlands).

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