

Middle East and Africa (MEA) Wi-Fi as a Service (WaaS) Market by Solution (Access Points and WLAN Controllers), Service (Professional and Managed Services), Location Type (Indoor and Outdoor), Organization Size, End User, and Country - Forecast to 2025

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Abstracts

“As a service model saves 20-25% Capital Expenditure (CAPEX) % and 80-90% Operational Expenditure (OPEX)”

The Middle East and Africa (MEA) Wi-Fi as a Service (WaaS) market size is projected to grow from USD 336 million in 2020 to USD 1094 million by 2025, at a Compound Annual Growth Rate (CAGR) of 26.6% during the forecast period. The major factors driving the growth of the MEA WaaS market include smartphone penetration across enterprises and prevalent of Internet of Things (IoT) across manufacturing, oil and gas retail, and healthcare sectors. The limited backhaul bandwidth connectivity is expected to pose as a restraining factor for the growth of MEA WaaS market.

Managed services segment to grow at a higher CAGR during the forecast period

Managed services manage end-to-end Wi-Fi network infrastructure to deliver optimum network performance. Service providers remotely manage indoor and outdoor Access Points (APs) with the help of cloud controllers. With the WaaS service model, service providers offer end-to-end Wi-Fi services that include provisioning, configuration, deployment, installation, commissioning, and management. This model is best suitable for Small and Medium sized Enterprises (SMEs) with low budget for Wi-Fi infrastructure. Managed services help enterprises reduce CAPEX and OPEX, improve

network performance, and enhance user experiences. With managed services, enterprises can access uninterrupted internet connectivity services on smartphones and laptops.

Small and medium-sized enterprises segment to grow at a higher CAGR during forecast period

Organizations with less than 999 employees are considered under the SMEs segment. These organizations struggle with low network infrastructure budget, despite advancements in technologies. However, with the availability of low-cost cloud services and the as-a-service model, SMEs have shifted their focus on digital transformation to benefit from emerging technologies, such as cloud, analytics, IoT, and Software-defined Networking (SDN). Small businesses in the MEA region are not an exception when it comes to access to wired and wireless infrastructure. Every organization irrespective of size has adopted the mobile first strategy to cope with the growing technological world and garner new business opportunities. The WaaS model has benefitted most of the SMEs.

Saudi Arabia to record the highest market share in the MEA WaaS market in 2020

Saudi Arabia is the region's largest IT market, and the digital transformation with the penetration of smartphones and broadband has actuated the market of WaaS in the country. The country has established the National Committee for Digital Transformation for legislations and policies for digitization at the government level. The demand is also stimulated by the development of smart city projects in the country. The government authorities of Saudi Arabia launched "The Quality of Life Program 2020" under the "KINGDOM VISION 2030" with a goal to build "All-Inclusive Economic Cities" referred as Smart Cities that can be a part of the top-ranked 100 cities in the world.

By Company Type: Tier 1 – 35%, Tier 2 – 40%, and Tier 3 – 25%

By Designation: C-level – 45%, Directors – 30%, and Others – 25%

By Region: North America – 15%, Europe – 20%, APAC – 10%, and MEA– 55%

Major vendors in the research study include Cisco (US), CommScope (US), HPE (US), Huawei (China), Ubiquiti(US), Extreme Networks (US), Cambium (US), Juniper (US), Fortinet (US), Arista (US), ADTRAN (US), ALE (France), stc (Saudi Arabia), Linksys

(US), Cradlepoint (US), TP-Link (China), EnGenius (Singapore), Etisalat (UAE), EZELINK (UAE), NETGEAR (US), WAFAINET (Saudi Arabia), Creative Solutions (Saudi Arabia), Ctelecoms (Saudi Arabia), ExterNetworks (US), du (UAE), AIICAD Solutions (India), Airangel WiFi (UK), and D-Link (Taiwan). The study included an in-depth competitive analysis of these key players with their company profiles, recent developments, and key growth strategies adopted by them.

Research coverage

The market study covers the MEA WaaS market across different segments. It aims at estimating the market size and the growth potential of this market across different segments by solution, service, location type, organization size, end user, and countries. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall MEA WaaS market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and to plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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