

Network API Market by API Type (Device Status, Identity, Location, Network Performance), Application (IoT, Priority Communication, Anti-fraud, Entertainment & Content Distribution, Enterprise IT, Autonomous Vehicles), Vertical - Global Forecast to 2030

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Abstracts

The network API market is estimated to be USD 1.96 billion in 2025 and is projected to reach USD 6.13 billion by 2030, at a CAGR of 25.7% from 2025 to 2030. The market is rapidly moving from experimentation to commercialization, driven by the push for programmable, on-demand connectivity across industries. Unlike traditional integration models, network APIs expose real-time capabilities such as device status, location, edge computing, and policy control in a standardized, developer-friendly format. This shift is enabling enterprises to consume network services as easily as cloud infrastructure, reducing complexity while unlocking new applications in IoT, autonomous mobility, extended reality, and secure digital transactions. The rise of initiatives like CAMARA and Open Gateway is ensuring interoperability across operators, giving enterprises global-scale programmability instead of siloed deployments. As networks become increasingly software-defined, APIs are evolving from optional add-ons to essential business enablers. Over the next five years, growth will be fueled by enterprise demand for agility, new monetization models for operators, and the convergence of AI-driven automation with network programmability.

Despite strong growth potential, the network API market faces constraints such as integration complexity, limited standardization across operators, and high implementation costs. Enterprises often struggle with legacy systems that cannot easily consume APIs, while concerns around API security, latency guarantees, and

monetization models slow adoption at scale.

By application, the IoT segment is estimated to account for the largest market size during the forecast period

The Internet of Things (IoT) is the largest application of the network API market, as enterprises demand scalable, secure, and real-time connectivity for billions of devices. APIs for device status, policy control, and analytics are enabling enterprises to manage IoT ecosystems with unmatched precision. A breakthrough came in November 2024, when NTT Docomo integrated CAMARA-compliant APIs into its 5G IoT platform in Japan, allowing enterprises to dynamically monitor device performance and enforce network policies across massive IoT deployments. This is critical for industries like smart manufacturing, logistics, and utilities, where latency and reliability directly impact operations. By embedding APIs into IoT solutions, operators are unlocking new monetization pathways while enterprises gain control and visibility at scale.

By API type, the edge segment is expected to register the fastest growth rate during the forecast period

The edge API is emerging as a critical battleground in the network API market, enabling enterprises to deliver experiences that demand ultra-low latency and local compute power. Edge APIs allow developers to seamlessly tap into distributed infrastructure, orchestrate workloads, and optimize performance without needing deep telecom expertise. In October 2024, Singtel and Bridge Alliance partnered to expand their API Exchange across the Asia Pacific, providing standardized edge APIs to enterprises and developers. This expansion gave application providers in smart cities and logistics direct access to edge infrastructure for latency-sensitive use cases such as autonomous drones and traffic management. By abstracting the complexity of network resources, this rollout makes edge capabilities programmable and consumable at scale. As enterprises push workloads to the edge, APIs will be the key to unlocking monetization, efficiency, and innovation across sectors from transportation to entertainment.

North America leads in market share, while Asia Pacific is expected to be the fastest-growing regional market during the forecast period

The Network API market in North America and the Asia Pacific is dynamically shaping the global digital landscape through rapid adoption, innovation, and infrastructure advancements. North America, with its mature telecommunications ecosystem and extensive 5G rollout, spearheads enterprise adoption of programmable networks,

enabling scalable IoT, edge computing, and secure API integration across industries such as healthcare, finance, and smart cities. At the same time, Asia Pacific stands out as the fastest-growing market, driven by aggressive government initiatives, massive 5G deployments, and expanding private network ecosystems. The Asia Pacific region leverages network APIs extensively across manufacturing, autonomous vehicles, and smart urban infrastructure, fueling digital transformation at an unprecedented pace. Together, these regions exemplify a complementary growth narrative: North America leads in technological maturity and use case diversity, while Asia Pacific delivers scale and acceleration through innovative, large-scale deployments. This synergistic growth positions both markets as critical pillars in the worldwide expansion of network API ecosystems, setting a robust foundation for next-generation connectivity and digital services.

Breakdown of Primary Interviews

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The breakdown of the primary interviews is as follows:

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

By Designation: C-level – 27%, Directors – 39%, and Others – 34%

By Region: North America – 39%, Europe – 25%, Asia Pacific – 19%, Rest of the World – 17%

The major players in the network API market are Ericsson (Sweden), Nokia (Finland), Cisco (US), Microsoft (US), T-Mobile (US), AT&T (US), Orange (France), Deutsche Telekom (Germany), Vodafone (UK), Telefonica (Spain), Singtel (Singapore), Telstra (Australia), Huawei (China), Oracle (US), Bharti Airtel (India), and Infobip (Croatia). These players have adopted various growth strategies, such as partnerships, agreements, collaborations, product launches, product enhancements, and acquisitions, to expand their footprint in the network API market.

Research Coverage

The market study covers the network API market size and the growth potential across different segments, including API Type (Device Status, Edge, Identity, Location, Network Performance, Other API Types), Application (IoT, Priority Communication,

Autonomous Vehicles, Anti-fraud, Entertainment & Content Distribution, Enterprise IT, Other Applications), Vertical (BFSI, IT & ITeS, Telecom, Government & Public Sector, Manufacturing, Healthcare & Life Sciences, Retail & E-commerce, Media & Entertainment, Other Verticals), 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 market leaders and new entrants with information on the closest approximations of the global network API market's revenue numbers and subsegments. It will also 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 into the following points:

Analysis of key drivers (increasing shift toward cloud and digital transformation, 5G and IoT expansion, rise of SDN/NFV technologies), restraints (stringent privacy and compliance regulations, integration complexity and cost barriers), opportunities (growing demand for real-time data and services, monetization of network-as-a-service), challenges (scalability and SLA assurance, rising complexity of API security and cyber threats).

Product Development/Innovation: Detailed insights into upcoming technologies, research & development activities, and product & service launches in the network API market

Market Development: Comprehensive information about lucrative markets – analyzing the network API market across various regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Ericsson (Sweden),

Nokia (Finland), Cisco (US), Microsoft (US), T-Mobile (US), AT&T (US), Orange (France), Deutsche Telekom (Germany), Vodafone (UK), Telefonica (Spain), Singtel (Singapore), Telstra (Australia), Huawei (China), Oracle (US), Bharti Airtel (India), and Infobip (Croatia).

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