

Secure Access Service Edge (SASE) Market by Offering (SD-WAN, SSE), SD-WAN offering (Software, Appliances), SSE offering (Zero Trust Network Access, Cloud Access Security Broker, Secure Web Gateway, Firewall as a Service) - Global Forecast to 2030

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Abstracts

The SASE market is estimated to be USD 15.52 billion in 2025 and reach USD 44.68 billion in 2030 at a CAGR of 23.6%, from 2025 to 2030. Regulatory mandates such as GDPR, HIPAA, and others mandate are pushing organizations have in place measures for data access, usage, and protection. This involves having sensitive data available only to authenticated users, logging all access activity, and having detailed audit logs. SASE facilitates these compliance initiatives by offering a centralized platform that enforces uniform security policies on all users, locations, and devices. With built-in logging, data loss prevention (DLP), and identity-based access controls, SASE allows organizations to prove compliance, minimize the risk of a violation, and quickly respond to audits or an incident involving sensitive data.

The Zero Trust Network Access SSE Solution segment contributed the largest share of the SASE market during the forecast period.

ZTNA is a security architecture that enforces strong identity authentication and access controls before allowing users access to applications or data, whether they are remote or on-premises. In contrast to legacy VPNs, ZTNA adheres to the 'never trust, always verify' principle, dynamically verifying user identity, device posture, and context with each access request. It employs safe, encrypted tunnels to connect users solely to the precise resources to which they have permission to connect, without exposing the wider

network. ZTNA solutions are generally combined with identity providers, endpoint detection software, and policy engines to continually evaluate risk and enforce detailed, least-privilege access. This reduces the attack surface, stops lateral movement, and enhances visibility across user activity, and thus forms a central element of contemporary, cloud-native security designs.

The SD-WAN appliances segment is projected to register the highest CAGR during the forecast period.

SD-WAN appliances are physical or virtual devices that are installed at network edge locations like branch offices or data centers to direct and control traffic over various kinds of connections like MPLS, broadband, and LTE. These appliances facilitate smart path selection, application-aware routing, and centralized policy enforcement to enable businesses to optimize performance, minimize latency, and enhance reliability for mission-critical applications. They tend to include security functionalities like firewalls, encryption, and intrusion prevention, and enable secure and effective connectivity. SD-WAN appliances are also easier to deploy and scale, making them perfect for organizations with distributed operations. With features such as real-time analytics, automated failover, and cloud integration, the appliances provide efficient performance and seamless user experiences across the network.

North America is estimated to have the largest market share during the forecast period.

The SASE market in North America is growing rapidly, fueled by the increasing demand for cloud-based security technologies and the shift toward remote work. Organizations are increasingly embracing SASE to better secure their networks, streamline network management, and provide remote workers and distributed teams with seamless, secure access. Key market players include Cisco Systems, Palo Alto Networks, Zscaler, Fortinet, and Akamai Technologies, which are driving the market with advanced solutions that combine network security and connectivity. The region is witnessing increased investment in cybersecurity infrastructure, with companies prioritizing solutions that offer scalability, flexibility, and strong protection across their networks. This transition is pushing businesses to transform their security practices, integrating SASE to accelerate digital transformation and meet the evolving needs of a hybrid workforce. As the market expands, companies also focus on improving their understanding of network traffic and enhancing threat detection to respond effectively to real-time security incidents. The growing sophistication of cyberattacks is further driving the demand for unified, cloud-native security platforms like SASE.

Breakdown of primary interviews

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

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

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

By Region: North America – 35%, Europe – 35%, Asia Pacific – 20%, Rest of the World – 10%

The major players in the SASE market are Cisco Systems (US), HPE (US), Verizon (US), Broadcom (US), Fortinet (US), Akamai (US), Oracle (US), Juniper Networks (US), Extreme Networks (US), AT&T (US), Palo Alto (US), Checkpoint Software Technologies (Israel), and Huawei (China). 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 SASE market.

Research Coverage

The market study covers the SASE market size across different segments. It aims to estimate the market size and the growth potential across different segments, including offering (infrastructure, services), business model, and regions. 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 SASE 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 on the following pointers:

? Analysis of key drivers (rising adoption of remote work and hybrid workforce models, zero-trust security implementation, growing SD-WAN adoption), restraints (high implementation costs, complexity in migrating from legacy infrastructure to SASE), opportunities (growing digital transformation initiatives across industries, expansion of edge computing and 5G networks) and challenges (managing multi-cloud & hybrid environments, ensuring data sovereignty and compliance) influencing the growth of the SASE market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the SASE market. Market Development: Comprehensive information about lucrative markets – the report analyses the SASE market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the SASE market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players Cisco Systems (US), HPE (US), Verizon (US), Broadcom (US), Fortinet (US), Akamai (US), Oracle (US), Juniper Networks (US), Extreme Networks (US), AT&T (US), Palo Alto (US), Checkpoint Software Technologies (Israel), and Huawei (China).

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