

# **Software-Defined Wide Area Network (SD-WAN) Market by Component (Solutions and Services), Deployment Mode (On-Premises and Cloud), Organization Size, End User (Service Providers and Verticals) and Region - Global Forecast to 2027**

<https://marketpublishers.com/r/S8A311B01B9EN.html>

Date: November 2022

Pages: 353

Price: US\$ 7,150.00 (Single User License)

ID: S8A311B01B9EN

## **Abstracts**

The global SD-WAN market is projected to grow from USD 3.4 billion in 2022 to USD 13.7 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 31.9% during the forecast period. The digital transformation across businesses is driving the SD-WAN market growth.

Services segment is estimated to account for a higher CAGR during the forecast period

The adoption of SD-WAN services is expected to increase among service providers and enterprises with the increasing adoption of SD-WAN solutions. The SD-WAN market has been segmented based on services: consulting, implementation, training, and support. These services assist end users in reducing costs, lowering operational costs, increasing overall revenues, and improving business performance.

Cloud segment is expected to account for a larger market share during the forecast period

The benefits of the cloud deployment mode include flexibility, scalability, affordability, operational efficiency, and low-cost. However, certain concerns, such as the lack of control over applications, and privacy related to the enterprise data, need to be worked on. An SD-WAN enables cloud-first organizations to provide a superior application quality of experience (QoEx) for users. By detecting applications, an SD-WAN offers intelligent application-concerned routing across the WAN.

Based on verticals, banking, financial services and insurance vertical to account for the largest market share during the forecast period

The BFSI sector in remote and small financial service branches can now provide the best customer service due to the flexibility and agility of SD-WAN technologies. Overcoming the challenges and costs of building a new structure and providing IT support, SD-WAN can activate any number of remote branches with centralized IT support moving banking services everywhere around the country by providing bank services such as ATMs, including the remote regions.

Among regions, Asia Pacific recorded the highest CAGR during the forecast period

Asia Pacific constitutes thriving economies, such as India, Australia, and Japan that are taking several initiatives to implement SD-WAN solutions. New opportunities, startups, and established enterprises are helping businesses to overcome networking and complex connectivity challenges. Asia Pacific houses many large countries with a wide population spread over remote locations and wide geographical areas. The data exchange contributes to the cloud traffic that comprises around 50 percent of WAN traffic. Because of the growth in the number of internet users, plus the shift to the cloud in Asia Pacific's geography, the potential for SD-WAN is huge.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the SD-WAN market.

By Company: Tier I: 35%, Tier II: 40%, and Tier III: 25%

By Designation: C-Level Executives: 60% and Managers: 40%

By Region: North America: 30%, Europe: 35%, Asia Pacific: 25%, Middle East and Africa: 5%, and Latin America: 5%

The report includes the study of key players offering SD-WAN solutions and services. It profiles major vendors in the global SD-WAN market. The major vendors in the global SD-WAN market include Cisco (US), Oracle (US), Hewlett Packard Enterprise (US),

Nokia (Finland), VMware (US), Huawei (China), Juniper Networks (US), Fortinet (US), Citrix US), Ciena (US), Epsilon Telecommunications (Singapore), Palo Alto Networks (US), Riverbed Technology (US), Ericsson (Sweden), BT (UK), Colt Technology Services (UK), NEC Corporation (Japan), Tata Communications (India), Extreme Networks (US), Martello Technologies (Canada), Arelion (Sweden), Aryaka (US), Flexiwan (Israel), Cato Networks (Israel), Nour Global (UAE), Sencinet (Brazil), MCM Telecom (Mexico), InterNexa (Colombia), FatPipe Networks (US), Bigleaf Networks (US), Lavelle Networks (India).

## Research Coverage

The market study covers the SD-WAN market across segments. It aims at estimating the market size and the growth potential of this market across segments, such as component, deployment mode, organization size, end user and region. It includes an in-depth competitive analysis of the market's key players, 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 would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall SD-WAN market and its subsegments. It would help stakeholders understand the competitive landscape and gain better insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

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\*Details on Business overview Products/Solutions/Services offered, Recent developments, MNM view, Key strengths, Strategic choices, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

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