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Software-Defined Networking Market by Offering (SDN Infrastructure, Software, and Services), SDN Type (Open SDN, SDN via Overlay, SDN via API, Hybrid SDN), Application (SD-WAN, SD-LAN, Security), End User, Vertical and Region - Global Forecast to 2028

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Abstracts

The Software-Defined Networking market size is expected to grow from USD 24.5 billion in 2023 to USD 60.2 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 19.7% during the forecast period. The exponential growth of data traffic and the proliferation of cloud-based services are driving the need for more agile and scalable network infrastructures. SDN offers a solution by enabling automated provisioning, efficient resource allocation, dynamic traffic management, enhancing network performance and adaptability.

Among offering, services segment to grow at the highest CAGR during the forecast period.

As businesses increasingly rely on digital technologies and data-driven operations, the demand for SDN services continues to expand. The growing demand for expert guidance and integration services in the implementation of SDN solutions within existing infrastructures will also drive the market.

Among the SDN Type, the Open SDN segment holds the highest market share during the forecast period.

The key driver for open SDN is vendor neutrality and interoperability. Open SDN solutions adhere to open standards, ensuring compatibility between various vendors' hardware and software components. This vendor-agnostic approach gives businesses

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the freedom to choose the best-of-breed solutions without being locked into a single vendor. The emphasis on interoperability promotes healthy competition, fosters innovation, and prevents vendor monopolies, making it an attractive choice for industries seeking flexibility and innovation in their network infrastructure.

Among regions, Asia Pacific is to hold a higher CAGR during the forecast period.

Several global players of SDN have foreseen Asia Pacific as a major strategy-impacting region due to its strong spending capabilities in the IT infrastructure. SDN is a significant paradigm shift in networking technology. There is a growing trend of SMEs adopting SDN technologies in Asia Pacific, leading to economic benefits and driving prosperity.

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 smart water management market.

By Company: Tier I: 60%, Tier II: 25%, and Tier III: 15%

By Designation: C-Level Executives: 48%, Directors: 28%, and others: 24%

By Region: North America: 35%, Europe: 28%, Asia Pacific: 23%, Rest of the World: 14%

The report includes studying key players offering SDN, solutions, and services. It profiles major vendors in the global SDN market. The major vendors in the global SDN market include Cisco (US), Huawei (China), VMWare (US), Dell EMC (US), Juniper Networks (US), IBM (US), Ericsson (Sweden), Ciena (US), HPE (US), Nokia (Finland), Arista Networks (US), Extreme Networks (US), Comcast (US), Citrix (US), NEC (Japan), Oracle (US), Palo Alto Networks (US), NVIDIA (US), Fortinet (US), Fujitsu (Japan), HiveIO (US), Lenovo (Hong Kong), Pica8 (US), Scale Computing (US), Canopus Networks (Australia), Zeetta Networks (UK), Trustgrid (US), and COSGrid Networks (India).

Research Coverage

The market study covers the SDN market across segments. It aims at estimating the

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market size and the growth potential across different segments, such as offering, SDN Type, application, end-user, vertical and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to Buy the Report

The report would help the market leaders and new entrants in the following ways:

It comprehensively segments the SDN market and provides the closest approximations of the revenue numbers for the overall market and its subsegments across different regions.

It would help stakeholders understand the market's pulse and provide information on the key market drivers, restraints, challenges, and opportunities.

It would help stakeholders understand their competitors better and gain more insights to enhance their positions in the market. The competitive landscape includes a competitor ecosystem, new service developments, partnerships, and mergers and acquisitions.

The report provides insights on the following pointers:

Analysis of key drivers (Need to simplify network management, need to optimize CAPEX and reduce OPEX, rising demand for cloud services, data centre consolidation, and server virtualization, increasing need for enterprise mobility to enhance productivity for field-based services) restraints (Increasing security concerns, lack of skilled workforce) opportunities (growing adoption of IoT, rising implementation of SDN for 5G, increasing demand for hybrid clouds) challenges (difficulties in transitioning from traditional network to SDN, reliability concerns for SDN network) influencing the growth of the SDN market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in SDN market. Market Development: Comprehensive information about lucrative markets – the report analyses the SDN market across varied regions.

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

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Assessment: In-depth assessment of market shares, growth strategies, offerings of leading Cisco (US), Huawei (China), VMWare (US), Dell EMC (US), Juniper Networks (US), IBM (US), Ericsson (Sweden), Ciena (US), HPE (US), Nokia (Finland), Arista Networks (US), Extreme Networks (US), Comcast (US), Citrix (US), NEC (Japan), Oracle (US), Palo Alto Networks (US), NVIDIA (US), Fortinet (US), Fujitsu (Japan), HiveIO (US), Lenovo (Hong Kong), Pica8 (US), Scale Computing (US), Canopus Networks (Australia), Zeetta Networks (UK), Trustgrid (US), and COSGrid Networks (India).

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