

Wi-Fi Market by Offering (Hardware, Solutions, Services), Density (High-density Wi-Fi, Enterprise-class Wi-Fi), Location Type (Indoor, Outdoor), Application, Vertical (Education, Retail & eCommerce) and Region - Global Forecast to 2028

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Abstracts

The Wi-Fi market size is expected to grow from USD 14.5 billion in 2023 to USD 39.4 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 22.2% during the forecast period. The exponential growth of internet-enabled devices, from smartphones to smart home appliances, fuels the demand for ubiquitous and high-speed wireless connectivity. Also, government initiatives promoting digital inclusion and smart city projects contribute significantly, enhancing public Wi-Fi infrastructure.

Among hardware, access point to hold the highest market share during the forecast period.

Access points are used to connect wireless devices, also known as smart devices, to any network for internet connectivity. These points are also known as Wireless Access Points (WAPs). The main function of access points is to behave as a medium for transmitting wireless signals. The increasing internet penetration worldwide drives the demand for Wi-Fi infrastructure, with access points being essential components for creating wireless networks.

Among density, enterprise-class Wi-Fi holds the highest market share during the forecast period.

An enterprise-class wireless network is more than just a collection of Wi-Fi Access Points (APs). At the minimum, it is characterized by superior security and performance,

centralized configuration and management, and a much higher capacity for user density. The need for businesses to ensure consistent and fast internet connectivity to minimize their downtime will drive the market.

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

Countries in Asia Pacific are undergoing rapid urbanization, leading to increased demand for Wi-Fi in urban areas, public spaces, transportation hubs, and smart city initiatives. Also, due to digital transformation across various sectors, businesses are adopting digital technologies, cloud services, and IoT solutions, further driving the need for robust and high-speed wireless connectivity.

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: 35%, Tier II: 40%, and Tier III: 25%

By Designation: C-Level Executives: 60%, Directors: 20%, and others: 20%

By Region: North America: 25%, Europe: 35%, Asia Pacific: 30%, MEA-5%, Latin America-5%

The report includes studying key players offering Wi-Fi hardware, solutions, and services. It profiles major vendors in the global Wi-Fi market. The major vendors in the global Smart water management market include Cisco (US), Ericsson (Sweden), Extreme Networks (US), Huawei (China), Juniper Networks (US), Panasonic (Japan), Fortinet (US), Aruba (US), Alcatel-Lucent Enterprise (France), NETGEAR (US), Broadcom (US), Airtel (India), Orange Business Services (France), Comcast Business (US), Vodafone (UK), Telstra (Australia), Fujitsu (Japan), AT&T (US), Ubiquiti Networks (US), Lever Technology Group (UK), Redway Networks (England), Superloop (Australia), Cambium Networks (US), Casa Systems (US), Fon (Spain), D-Link (Taiwan), Actiontec Electronics (US), ADB Global (Switzerland), SDMC Technology (China), Edgewater Wireless Systems (Canada).

Research Coverage

Wi-Fi Market by Offering (Hardware, Solutions, Services), Density (High-density Wi-Fi, Enterprise-class Wi-Fi)...

The market study covers the Wi-Fi management market across segments. It aims at estimating the market size and the growth potential across different segments, such as offering, density, location type, application, 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 Wi-Fi 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 (rising adoption of digital solutions for quality wireless network connectivity, increasing investments by telecom players in wireless network infrastructure, adoption of smartphones and smart appliances to stay connected via remote technology, increased implementation of BYOD and CYOD trends among organizations, Widespread adoption of IoT devices) restraints (difficulty in securing Wi-Fi networks targeted by cybercriminals in SMEs, contention loss and co-channel interference) opportunities (government initiatives for smart city modules for urban infrastructure, rapid evolution of carrier Wi-Fi, continued upgrades in Wi-Fi standards) challenges (poor user experience in high-density environments, lack of data security and privacy in deploying Wi-Fi solutions) influencing the growth of the smart water management market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in

Wi-Fi market. Market Development: Comprehensive information about lucrative markets – the report analyses the Wi-Fi market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Wi-Fi market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players Cisco (US), Ericsson (Sweden), Extreme Networks (US), Huawei (China), Juniper Networks (US), Panasonic (Japan), Fortinet (US), Aruba (US), Alcatel-Lucent Enterprise (France), NETGEAR (US), Broadcom (US), Airtel (India), Orange Business Services (France), Comcast Business (US), Vodafone (UK), Telstra (Australia), Fujitsu (Japan), AT&T (US), Ubiquiti Networks (US), Lever Technology Group (UK), Redway Networks (England), Superloop (Australia), Cambium Networks (US), Casa Systems (US), Fon (Spain), D-Link (Taiwan), Actiontec Electronics (US), ADB Global (Switzerland). SDMC Technology (China), Edgewater Wireless Systems (Canada).

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

1.3.1 MARKET SEGMENTATION

1.3.2 REGIONAL SCOPE

1.3.3 INCLUSIONS & EXCLUSIONS

1.3.4 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2020–2022

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 1 WI-FI MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Primary interviews with experts

2.1.2.2 List of key primary interview participants

2.1.2.3 Breakdown of primary interviews

2.1.2.4 Primary sources

2.1.2.5 Key industry insights

2.2 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.3 MARKET SIZE ESTIMATION

2.3.1 BOTTOM-UP APPROACH

FIGURE 2 BOTTOM-UP APPROACH

FIGURE 3 WI-FI MARKET SIZE ESTIMATION USING BOTTOM-UP APPROACH (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES

2.3.2 TOP-DOWN APPROACH

FIGURE 4 TOP-DOWN APPROACH

2.3.3 DEMAND-SIDE ANALYSIS

FIGURE 5 WI-FI MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE

ANALYSIS

2.3.4 SUPPLY-SIDE ANALYSIS

FIGURE 6 WI-FI MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

2.3.5 GROWTH FORECAST ASSUMPTIONS

TABLE 3 ASSUMPTIONS

2.4 DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS AND RISK ASSESSMENT

2.7 RECESSION IMPACT

3 EXECUTIVE SUMMARY

FIGURE 8 LEADING SEGMENTS IN WI-FI MARKET IN 2023

FIGURE 9 WI-FI MARKET: REGIONAL AND COUNTRY-WISE SHARE, 2023

4 PREMIUM INSIGHTS

4.1 WI-FI MARKET: BRIEF OVERVIEW

FIGURE 10 DIGITAL TRANSFORMATION INITIATIVES AND WIDESPREAD ADOPTION OF IOT DEVICES TO DRIVE MARKET

4.2 WI-FI MARKET, BY OFFERING

FIGURE 11 HARDWARE SEGMENT TO LEAD MARKET IN 2023

4.3 WI-FI MARKET, BY DENSITY

FIGURE 12 ENTERPRISE-CLASS WI-FI SEGMENT TO DOMINATE MARKET IN 2023

4.4 WI-FI MARKET, BY LOCATION TYPE

FIGURE 13 INDOOR SEGMENT TO LEAD MARKET IN 2023

4.5 WI-FI MARKET, BY VERTICAL

FIGURE 14 EDUCATION VERTICAL TO BE LARGEST SEGMENT IN 2023

4.6 ASIA PACIFIC: WI-FI MARKET, BY OFFERING AND VERTICAL

FIGURE 15 HARDWARE AND EDUCATION SEGMENTS TO ACCOUNT FOR SIGNIFICANT SHARES IN 2023

5 MARKET OVERVIEW

5.1 MARKET DYNAMICS

FIGURE 16 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: WI-FI MARKET

5.1.1 DRIVERS

5.1.1.1 Rising adoption of digital solutions for quality wireless network connectivity

5.1.1.2 Increasing investments by telecom players in wireless network infrastructure

FIGURE 17 PERCENTAGE OF INTERNET USERS, BY REGION, 2018 VS. 2023

5.1.1.3 Adoption of smartphones and smart appliances to stay connected via remote technology

5.1.1.4 Increased implementation of BYOD and CYOD trends among organizations

5.1.1.5 Widespread adoption of IoT devices

5.1.2 RESTRAINTS

5.1.2.1 Difficulty in securing Wi-Fi networks in SMEs targeted by cybercriminals

5.1.2.2 Contention loss and co-channel interference

5.1.3 OPPORTUNITIES

5.1.3.1 Government initiatives for smart city modules for urban infrastructure

5.1.3.2 Rapid evolution of carrier Wi-Fi

5.1.3.3 Continued upgrades in Wi-Fi standards

5.1.4 CHALLENGES

5.1.4.1 Poor user experience in high-density environments

5.1.4.2 Lack of data security and privacy in deploying Wi-Fi solutions

5.2 BEST PRACTICES IN WI-FI MARKET

5.3 WI-FI EVOLUTION

5.4 INDUSTRY TRENDS

5.4.1 VALUE CHAIN ANALYSIS

FIGURE 18 VALUE CHAIN ANALYSIS

5.4.2 ECOSYSTEM ANALYSIS

FIGURE 19 ECOSYSTEM ANALYSIS

TABLE 4 ROLE OF PLAYERS IN ECOSYSTEM

5.4.3 TECHNOLOGY ROADMAP FOR WI-FI MARKET

5.4.3.1 Short Term (2023–2025)

5.4.3.2 Medium Term (2026–2028)

5.4.3.3 Long Term (2029–2030)

5.4.4 PORTER'S FIVE FORCES MODEL

TABLE 5 WI-FI MARKET: PORTER'S FIVE FORCES

5.4.4.1 Threat from new entrants

5.4.4.2 Threat from substitutes

5.4.4.3 Bargaining power of buyers

5.4.4.4 Bargaining power of suppliers

5.4.4.5 Intensity of competitive rivalry

5.4.5 AVERAGE SELLING PRICE TREND

TABLE 6 PRICING ANALYSIS

5.4.6 WI-FI MARKET: TECHNOLOGICAL LANDSCAPE

5.4.6.1 WiMAX

5.4.6.2 Cloud Services

5.4.6.3 LTE Network

5.4.6.4 MulteFire

5.4.6.5 5G Network

5.4.7 CASE STUDIES

5.4.7.1 University of Cambridge used Aruba Wi-Fi and AirWave to create city-wide network access

5.4.7.2 Kingston City Council implemented Telstra Air Public Wi-Fi to support local businesses and encourage community engagement

5.4.7.3 Cisco helped Tokio Marine and Nichido Fire Insurance increase digitalization and implement workstyle reforms

5.4.7.4 Southstar Drug deployed Huawei Wi-Fi 6 solution for seamless wireless network productivity

5.4.7.5 St. Jakob Park used Huawei's Wi-Fi 6 for high user concurrency and secure connection

5.4.8 PATENT ANALYSIS

5.4.8.1 Methodology

5.4.8.2 Document Types

TABLE 7 PATENTS FILED, 2020–2022

5.4.8.3 Innovation and patent applications

FIGURE 20 NUMBER OF PATENTS GRANTED ANNUALLY OVER LAST 10 YEARS

5.4.8.3.1 Top applicants

FIGURE 21 TOP TEN PATENT APPLICANTS IN LAST 10 YEARS

TABLE 8 LIST OF FEW PATENTS, 2020–2022

5.4.9 TRADE ANALYSIS

5.4.10 TRENDS/DISRUPTIONS IMPACTING BUYERS/CUSTOMERS

FIGURE 22 TRENDS/DISRUPTIONS IMPACTING BUYERS/CUSTOMERS

5.5 KEY CONFERENCES AND EVENTS

TABLE 9 DETAILED LIST OF KEY CONFERENCES AND EVENTS, 2022–2023

5.6 KEY STAKEHOLDERS AND BUYING CRITERIA

5.6.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 23 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 10 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

5.6.2 BUYING CRITERIA

FIGURE 24 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 11 KEY BUYING CRITERIA FOR TOP THREE VERTICALS**5.7 REGULATORY LANDSCAPE****5.7.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 12 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 13 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 14 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 15 ROW: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****5.7.1.1 North America****5.7.1.1.1 US****5.7.1.1.2 Canada****5.7.1.2 Europe****5.7.1.3 Asia Pacific****5.7.1.3.1 South Korea****5.7.1.3.2 China****5.7.1.3.3 India****5.7.1.4 Middle East & Africa****5.7.1.4.1 UAE****5.7.1.4.2 KSA****5.7.1.4.3 South Africa****5.7.1.5 Latin America****5.7.1.5.1 Brazil****5.7.1.5.2 Mexico****5.8 CURRENT AND EMERGING BUSINESS MODELS****5.9 TRADE ANALYSIS****5.9.1 EXPORT SCENARIO OF WI-FI DEVICES****FIGURE 25 WI-FI DEVICES EXPORT, BY KEY COUNTRY, 2015–2022 (USD MILLION)****5.9.2 IMPORT SCENARIO OF WI-FI DEVICES****FIGURE 26 WI-FI DEVICES IMPORT, BY KEY COUNTRY, 2015–2022 (USD MILLION)****6 WI-FI MARKET, BY OFFERING****6.1 INTRODUCTION****FIGURE 27 SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING**

FORECAST PERIOD

6.1.1 OFFERING: WI-FI MARKET DRIVERS

TABLE 16 WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 17 WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 HARDWARE

6.2.1 GROWING NUMBER OF END-USER DEVICES TO DRIVE MARKET

TABLE 18 WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 19 WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 20 HARDWARE: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 21 HARDWARE: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.2 ACCESS POINTS

6.2.2.1 Need for medium for transmitting wireless network coverage to boost growth

TABLE 22 ACCESS POINTS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 23 ACCESS POINTS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3 WLAN CONTROLLERS

6.2.3.1 Increase in deployment of Wi-Fi solutions in retail and travel & hospitality verticals to drive segment growth

TABLE 24 WLAN CONTROLLERS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 25 WLAN CONTROLLERS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.4 WIRELESS HOTSPOT GATEWAYS

6.2.4.1 Prevention of unauthorized users from using wireless hotspots in public areas to propel adoption

TABLE 26 WIRELESS HOTSPOT GATEWAYS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 27 WIRELESS HOTSPOT GATEWAYS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.5 OTHER HARDWARE

TABLE 28 OTHER HARDWARE: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 29 OTHER HARDWARE: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3 SOLUTIONS

6.3.1 NEED FOR UNIFIED, SECURE, AND HIGH-SPEED INTERNET ACCESS FOR ENTERPRISES AND BUSINESSES TO DRIVE MARKET

TABLE 30 SOLUTIONS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 31 SOLUTIONS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4 SERVICES

FIGURE 28 MANAGED SERVICES TO BE FASTER GROWING SEGMENT DURING FORECAST PERIOD

TABLE 32 WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 33 WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 34 SERVICES: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 35 SERVICES: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.1 PROFESSIONAL SERVICES

FIGURE 29 TRAINING, SUPPORT, AND MAINTENANCE TO REGISTER HIGHEST CAGR

TABLE 36 PROFESSIONAL SERVICES: WI-FI MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 37 PROFESSIONAL SERVICES: WI-FI MARKET, BY TYPE, 2023–2028 (USD MILLION)

6.4.1.1 Network Planning, Design, and Implementation

6.4.1.1.1 Need for adequate optimization of network devices to boost growth

TABLE 38 NETWORK PLANNING, DESIGN, AND IMPLEMENTATION: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 39 NETWORK PLANNING, DESIGN, AND IMPLEMENTATION: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.1.2 Training, Support, and Maintenance

6.4.1.2.1 Demand for cost-effective support by businesses to fuel market

TABLE 40 TRAINING, SUPPORT, AND MAINTENANCE: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 41 TRAINING, SUPPORT, AND MAINTENANCE: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.1.3 Survey, Analysis, and Consulting

6.4.1.3.1 Optimization of networks for cost-reduction to encourage adoption among enterprises

TABLE 42 SURVEY, ANALYSIS, AND CONSULTING: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 43 SURVEY, ANALYSIS, AND CONSULTING: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4.2 MANAGED SERVICES

6.4.2.1 Rise in demand for specialized MSPs and cloud-based managed Wi-Fi services for better business productivity to drive segment

TABLE 44 MANAGED SERVICES: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 45 MANAGED SERVICES: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

7 WI-FI MARKET, BY DENSITY

7.1 INTRODUCTION

FIGURE 30 HIGH-DENSITY WI-FI SEGMENT TO WITNESS FASTER GROWTH DURING FORECAST PERIOD

7.1.1 DENSITY: WI-FI MARKET DRIVERS

TABLE 46 WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 47 WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

7.2 ENTERPRISE-CLASS WI-FI

7.2.1 SCALABLE DESIGN WITH MULTIPLE ACCESS POINTS FOR HIGH-DENSITY WI-FI USE TO PROPEL MARKET GROWTH

TABLE 48 ENTERPRISE-CLASS WI-FI: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 49 ENTERPRISE-CLASS WI-FI: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 HIGH-DENSITY WI-FI

7.3.1 NEED FOR LARGE WI-FI DEPLOYMENT IN PRESENCE OF UNCONTROLLABLE VARIABLES IN PUBLIC SPACES TO DRIVE DEMAND FOR HIGH-DENSITY WIFI

TABLE 50 HIGH-DENSITY WI-FI: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 51 HIGH-DENSITY WI-FI: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

8 WI-FI MARKET, BY LOCATION TYPE

8.1 INTRODUCTION

FIGURE 31 OUTDOOR SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

8.1.1 LOCATION TYPE: WI-FI MARKET DRIVERS

TABLE 52 WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 53 WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

8.2 INDOOR

8.2.1 HIGHER ACCURACY OF IPS TRACKING USING ACCESSIBLE APPROACHES TO SUPPORT MARKET GROWTH

TABLE 54 INDOOR: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 55 INDOOR: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

8.3 OUTDOOR

8.3.1 DEMAND FOR EFFECTIVE COVERAGE, RANGE, AND PERFORMANCE IN PUBLIC SPACES TO SPUR GROWTH

TABLE 56 OUTDOOR: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 57 OUTDOOR: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9 WI-FI MARKET, BY APPLICATION

9.1 INTRODUCTION

FIGURE 32 PUBLIC WI-FI & DENSE ENVIRONMENT TO BE FASTEST-GROWING APPLICATION OF WI-FI DURING FORECAST PERIOD

9.1.1 APPLICATION: WI-FI MARKET DRIVERS

TABLE 58 WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 59 WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

9.2 SMART HOME DEVICES

9.2.1 FOCUS ON LEVERAGING WIRELESS INTERNET CONNECTIVITY FOR OPTIMIZING UTILITY AND SAVE COSTS TO BOLSTER GROWTH

TABLE 60 SMART HOME DEVICES: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 61 SMART HOME DEVICES: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 PUBLIC WI-FI & DENSE ENVIRONMENT

9.3.1 ENHANCED CUSTOMER SATISFACTION WITH WELL-DESIGNED PUBLIC WI-FI SYSTEM TO PROPEL GROWTH

TABLE 62 PUBLIC WI-FI & DENSE ENVIRONMENT: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 63 PUBLIC WI-FI & DENSE ENVIRONMENT: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 IOT & INDUSTRY 4.0

9.4.1 FACILITATING SEAMLESS EXCHANGE OF DATA AND INFORMATION BETWEEN MACHINES, SYSTEMS, AND HUMANS TO FUEL GROWTH

TABLE 64 IOT & INDUSTRY 4.0: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 65 IOT & INDUSTRY 4.0: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9.5 HD VIDEO STREAMING & VIDEO CONFERENCING

9.5.1 INCREASED EMPHASIS ON ENSURING HIGH-QUALITY CONTENT TO DRIVE GROWTH

TABLE 66 HD VIDEO STREAMING & VIDEO CONFERENCING: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 67 HD VIDEO STREAMING & VIDEO CONFERENCING: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9.6 ONLINE GAMING

9.6.1 FOCUS ON SEAMLESS MULTIPLAYER EXPERIENCE AND ENHANCING OVERALL GAMING QUALITY TO FUEL MARKET

TABLE 68 ONLINE GAMING: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 69 ONLINE GAMING: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

9.7 OTHER APPLICATIONS

TABLE 70 OTHER APPLICATIONS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 71 OTHER APPLICATIONS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

10 WI-FI MARKET, BY VERTICAL

10.1 INTRODUCTION

FIGURE 33 HEALTHCARE & LIFE SCIENCES VERTICAL TO BE FASTEST ADOPTER OF WI-FI DURING FORECAST PERIOD

10.1.1 VERTICAL: WI-FI MARKET DRIVERS

TABLE 72 WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 73 WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.2 EDUCATION

10.2.1 INCREASED EMPHASIS ON PROVIDING INTERNET ACCESS FROM HETEROGENEOUS DEVICES AND LOCATIONS TO BOLSTER GROWTH

10.2.2 EDUCATION: WI-FI MARKET USE CASES

10.2.2.1 Online learning and eLearning

10.2.2.2 Campus connectivity

10.2.2.3 Bring Your Own Device (BYOD)

10.2.2.4 Collaborative learning

10.2.2.5 Security and surveillance

TABLE 74 EDUCATION: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 75 EDUCATION: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

10.3 HEALTHCARE & LIFE SCIENCES

10.3.1 EFFORT TO ENABLE EASY AND SECURE ACCESS TO PATIENTS' MEDICAL HISTORY TO BOOST GROWTH

10.3.2 HEALTHCARE & LIFE SCIENCES: WI-FI MARKET USE CASES

10.3.2.1 Electronic Health Records (EHR)

10.3.2.2 Telemedicine

10.3.2.3 Medical device connectivity

10.3.2.4 Patient engagement

10.3.2.5 Clinical communication

TABLE 76 HEALTHCARE & LIFE SCIENCES: WI-FI MARKET, BY REGION,
2018–2022 (USD MILLION)

TABLE 77 HEALTHCARE & LIFE SCIENCES: WI-FI MARKET, BY REGION,
2023–2028 (USD MILLION)

10.4 TRANSPORTATION & LOGISTICS

10.4.1 FOCUS ON DEVELOPING INTELLIGENT TRANSPORTATION SOLUTIONS
FOR ENSURING UNINTERRUPTED CONNECTIVITY TO FUEL MARKET

10.4.2 TRANSPORTATION & LOGISTICS: WI-FI MARKET USE CASES

10.4.2.1 Passenger connectivity

10.4.2.2 Fleet management

10.4.2.3 Warehouse and distribution centers

10.4.2.4 Connected vehicles

TABLE 78 TRANSPORTATION & LOGISTICS: WI-FI MARKET, BY REGION,
2018–2022 (USD MILLION)

TABLE 79 TRANSPORTATION & LOGISTICS: WI-FI MARKET, BY REGION,
2023–2028 (USD MILLION)

10.5 RETAIL & ECOMMERCE

10.5.1 FOCUS ON LEVERAGING CUSTOMER DEMAND FOR IN-STORE
CONNECTIVITY FOR BUSINESS PROMOTIONAL STRATEGIES TO BOOST
GROWTH

10.5.2 RETAIL & ECOMMERCE: WI-FI MARKET USE CASES

10.5.2.1 In-store customer experience

10.5.2.2 Mobile Point of Sale (MPOS)

10.5.2.3 Supply chain visibility

10.5.2.4 Foot traffic analytics

TABLE 80 RETAIL & ECOMMERCE: WI-FI MARKET, BY REGION, 2018–2022 (USD
MILLION)

TABLE 81 RETAIL & ECOMMERCE: WI-FI MARKET, BY REGION, 2023–2028 (USD
MILLION)

10.6 GOVERNMENT

10.6.1 GROWTH IN DEMAND FOR SECURED AND MONITORED NETWORKING
ENVIRONMENTS IN GOVERNMENT INSTITUTIONS TO PROPEL MARKET

10.6.2 GOVERNMENT: WI-FI MARKET USE CASES

- 10.6.2.1 Public Wi-Fi access
- 10.6.2.2 Emergency services
- 10.6.2.3 Smart cities
- 10.6.2.4 Government operations

TABLE 82 GOVERNMENT: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 83 GOVERNMENT: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

10.7 MANUFACTURING

10.7.1 NECESSITY TO IMPROVE SUPPLY CHAIN MANAGEMENT FOR INDUSTRY
4.0 TO DRIVE MARKET

10.7.2 MANUFACTURING: WI-FI MARKET USE CASES

- 10.7.2.1 Factory automation
- 10.7.2.2 Process monitoring and control
- 10.7.2.3 Inventory management
- 10.7.2.4 Asset tracking

TABLE 84 MANUFACTURING: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 85 MANUFACTURING: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

10.8 HOSPITALITY

10.8.1 DEMAND FOR FAST CONNECTIVITY FOR CONSISTENT AND
FRICTIONLESS PROCESSING OF PHYSICAL AND DIGITAL DATA TO
ENCOURAGE MARKET EXPANSION

10.8.2 HOSPITALITY: WI-FI MARKET USE CASES

- 10.8.2.1 Guest internet access
- 10.8.2.2 Guest services
- 10.8.2.3 In-room entertainment
- 10.8.2.4 Room controls

TABLE 86 HOSPITALITY: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 87 HOSPITALITY: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

10.9 OTHER VERTICALS

TABLE 88 OTHER VERTICALS: WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 89 OTHER VERTICALS: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

11 WI-FI MARKET, BY REGION

11.1 INTRODUCTION

TABLE 90 WI-FI MARKET, BY REGION, 2018–2022 (USD MILLION)

Wi-Fi Market by Offering (Hardware, Solutions, Services), Density (High-density Wi-Fi, Enterprise-class Wi-Fi)...

TABLE 91 WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: RECESSION IMPACT ANALYSIS

11.2.2 NORTH AMERICA: WI-FI MARKET DRIVERS

FIGURE 34 NORTH AMERICA: MARKET SNAPSHOT

TABLE 92 NORTH AMERICA: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 93 NORTH AMERICA: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 94 NORTH AMERICA: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 95 NORTH AMERICA: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 96 NORTH AMERICA: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 97 NORTH AMERICA: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 98 NORTH AMERICA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 99 NORTH AMERICA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 100 NORTH AMERICA: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 101 NORTH AMERICA: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 102 NORTH AMERICA: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 103 NORTH AMERICA: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 104 NORTH AMERICA: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 105 NORTH AMERICA: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 106 NORTH AMERICA: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 107 NORTH AMERICA: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 108 NORTH AMERICA: WI-FI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 109 NORTH AMERICA: WI-FI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)**11.2.3 US****11.2.3.1 Advancements in communication technology to drive market****TABLE 110 US: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)****TABLE 111 US: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 112 US: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)****TABLE 113 US: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)****TABLE 114 US: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)****TABLE 115 US: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)****TABLE 116 US: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)****TABLE 117 US: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)****TABLE 118 US: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)****TABLE 119 US: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)****TABLE 120 US: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)****TABLE 121 US: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)****TABLE 122 US: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)****TABLE 123 US: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)****TABLE 124 US: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)****TABLE 125 US: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****11.2.4 CANADA****11.2.4.1 Rapid adoption of new technologies and innovations to fuel growth****TABLE 126 CANADA: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)****TABLE 127 CANADA: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 128 CANADA: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)****TABLE 129 CANADA: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)****TABLE 130 CANADA: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)****TABLE 131 CANADA: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)****TABLE 132 CANADA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)****TABLE 133 CANADA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)****TABLE 134 CANADA: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)****TABLE 135 CANADA: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)****TABLE 136 CANADA: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)****TABLE 137 CANADA: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)**

MILLION)

TABLE 138 CANADA: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 139 CANADA: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 140 CANADA: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 141 CANADA: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

11.3 EUROPE

11.3.1 EUROPE: RECESSION IMPACT ANALYSIS

11.3.2 EUROPE: WI-FI MARKET DRIVERS

TABLE 142 EUROPE: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 143 EUROPE: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 144 EUROPE: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 145 EUROPE: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 146 EUROPE: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 147 EUROPE: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 148 EUROPE: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 149 EUROPE: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 150 EUROPE: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 151 EUROPE: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 152 EUROPE: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 153 EUROPE: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 154 EUROPE: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 155 EUROPE: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 156 EUROPE: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 157 EUROPE: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 158 EUROPE: WI-FI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 159 EUROPE: WI-FI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.3.3 UK

11.3.3.1 Adoption of cloud-based services to bolster market

TABLE 160 UK: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 161 UK: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 162 UK: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 163 UK: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 164 UK: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 165 UK: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 166 UK: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD

MILLION)

TABLE 167 UK: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 168 UK: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 169 UK: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 170 UK: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 171 UK: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 172 UK: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 173 UK: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 174 UK: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 175 UK: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

11.3.4 GERMANY

11.3.4.1 Strong government initiatives for development of smart cities to fuel growth

11.3.5 FRANCE

11.3.5.1 Robust government spending on cloud to catch up with private sector to lead to market growth

11.3.6 REST OF EUROPE

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: RECESSION IMPACT ANALYSIS

11.4.2 ASIA PACIFIC: WI-FI MARKET DRIVERS

FIGURE 35 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 176 ASIA PACIFIC: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 177 ASIA PACIFIC: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 178 ASIA PACIFIC: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 179 ASIA PACIFIC: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 180 ASIA PACIFIC: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 181 ASIA PACIFIC: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 182 ASIA PACIFIC: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 183 ASIA PACIFIC: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 184 ASIA PACIFIC: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 185 ASIA PACIFIC: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 186 ASIA PACIFIC: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 187 ASIA PACIFIC: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 188 ASIA PACIFIC: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 189 ASIA PACIFIC: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 190 ASIA PACIFIC: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 191 ASIA PACIFIC: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 192 ASIA PACIFIC: WI-FI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 193 ASIA PACIFIC: WI-FI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.4.3 CHINA

11.4.3.1 Heavy investments in 5G networks by government to boost demand for Wi-Fi market

TABLE 194 CHINA: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 195 CHINA: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 196 CHINA: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 197 CHINA: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 198 CHINA: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 199 CHINA: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 200 CHINA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 201 CHINA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 202 CHINA: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 203 CHINA: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 204 CHINA: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 205 CHINA: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 206 CHINA: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 207 CHINA: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 208 CHINA: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 209 CHINA: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

11.4.4 INDIA

11.4.4.1 Need for high-speed internet connection and growing penetration of connected devices to propel growth

11.4.5 JAPAN

11.4.5.1 Demand for Wi-Fi in booming retail industry to boost growth

11.4.6 REST OF ASIA PACIFIC

11.5 MIDDLE EAST & AFRICA

11.5.1 MIDDLE EAST & AFRICA: RECESSION IMPACT ANALYSIS

11.5.2 MIDDLE EAST & AFRICA: WI-FI MARKET DRIVERS

TABLE 210 MIDDLE EAST & AFRICA: WI-FI MARKET, BY OFFERING, 2018–2022
(USD MILLION)

TABLE 211 MIDDLE EAST & AFRICA: WI-FI MARKET, BY OFFERING, 2023–2028
(USD MILLION)

TABLE 212 MIDDLE EAST & AFRICA: WI-FI MARKET, BY HARDWARE, 2018–2022
(USD MILLION)

TABLE 213 MIDDLE EAST & AFRICA: WI-FI MARKET, BY HARDWARE, 2023–2028
(USD MILLION)

TABLE 214 MIDDLE EAST & AFRICA: WI-FI MARKET, BY SERVICE, 2018–2022
(USD MILLION)

TABLE 215 MIDDLE EAST & AFRICA: WI-FI MARKET, BY SERVICE, 2023–2028
(USD MILLION)

TABLE 216 MIDDLE EAST & AFRICA: WI-FI MARKET, BY PROFESSIONAL
SERVICE, 2018–2022 (USD MILLION)

TABLE 217 MIDDLE EAST & AFRICA: WI-FI MARKET, BY PROFESSIONAL
SERVICE, 2023–2028 (USD MILLION)

TABLE 218 MIDDLE EAST & AFRICA: WI-FI MARKET, BY DENSITY, 2018–2022
(USD MILLION)

TABLE 219 MIDDLE EAST & AFRICA: WI-FI MARKET, BY DENSITY, 2023–2028
(USD MILLION)

TABLE 220 MIDDLE EAST & AFRICA: WI-FI MARKET, BY LOCATION TYPE,
2018–2022 (USD MILLION)

TABLE 221 MIDDLE EAST & AFRICA: WI-FI MARKET, BY LOCATION TYPE,
2023–2028 (USD MILLION)

TABLE 222 MIDDLE EAST & AFRICA: WI-FI MARKET, BY APPLICATION, 2018–2022
(USD MILLION)

TABLE 223 MIDDLE EAST & AFRICA: WI-FI MARKET, BY APPLICATION, 2023–2028
(USD MILLION)

TABLE 224 MIDDLE EAST & AFRICA: WI-FI MARKET, BY VERTICAL, 2018–2022
(USD MILLION)

TABLE 225 MIDDLE EAST & AFRICA: WI-FI MARKET, BY VERTICAL, 2023–2028
(USD MILLION)

TABLE 226 MIDDLE EAST & AFRICA: WI-FI MARKET, BY REGION, 2018–2022 (USD
MILLION)

TABLE 227 MIDDLE EAST & AFRICA: WI-FI MARKET, BY REGION, 2023–2028 (USD MILLION)

11.5.3 MIDDLE EAST

11.5.3.1 Higher use of Wi-Fi data connections than cellular data to encourage market expansion

TABLE 228 MIDDLE EAST: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 229 MIDDLE EAST: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 230 MIDDLE EAST: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 231 MIDDLE EAST: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 232 MIDDLE EAST: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 233 MIDDLE EAST: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 234 MIDDLE EAST: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 235 MIDDLE EAST: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 236 MIDDLE EAST: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 237 MIDDLE EAST: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 238 MIDDLE EAST: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 239 MIDDLE EAST: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 240 MIDDLE EAST: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 241 MIDDLE EAST: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 242 MIDDLE EAST: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 243 MIDDLE EAST: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

11.5.4 AFRICA

11.5.4.1 Higher dependency on cellular data but gradual increase in wireless solutions to drive adoption

11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: RECESSION IMPACT ANALYSIS

11.6.2 LATIN AMERICA: WI-FI MARKET DRIVERS

TABLE 244 LATIN AMERICA: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 245 LATIN AMERICA: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 246 LATIN AMERICA: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)

TABLE 247 LATIN AMERICA: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 248 LATIN AMERICA: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)

TABLE 249 LATIN AMERICA: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 250 LATIN AMERICA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)

TABLE 251 LATIN AMERICA: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 252 LATIN AMERICA: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)

TABLE 253 LATIN AMERICA: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)

TABLE 254 LATIN AMERICA: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)

TABLE 255 LATIN AMERICA: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)

TABLE 256 LATIN AMERICA: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)

TABLE 257 LATIN AMERICA: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 258 LATIN AMERICA: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 259 LATIN AMERICA: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 260 LATIN AMERICA: WI-FI MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 261 LATIN AMERICA: WI-FI MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

11.6.3 BRAZIL

11.6.3.1 Adoption of Wi-Fi solutions by businesses for uninterrupted connectivity to propel market

TABLE 262 BRAZIL: WI-FI MARKET, BY OFFERING, 2018–2022 (USD MILLION)
TABLE 263 BRAZIL: WI-FI MARKET, BY OFFERING, 2023–2028 (USD MILLION)
TABLE 264 BRAZIL: WI-FI MARKET, BY HARDWARE, 2018–2022 (USD MILLION)
TABLE 265 BRAZIL: WI-FI MARKET, BY HARDWARE, 2023–2028 (USD MILLION)
TABLE 266 BRAZIL: WI-FI MARKET, BY SERVICE, 2018–2022 (USD MILLION)
TABLE 267 BRAZIL: WI-FI MARKET, BY SERVICE, 2023–2028 (USD MILLION)
TABLE 268 BRAZIL: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2018–2022 (USD MILLION)
TABLE 269 BRAZIL: WI-FI MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)
TABLE 270 BRAZIL: WI-FI MARKET, BY DENSITY, 2018–2022 (USD MILLION)
TABLE 271 BRAZIL: WI-FI MARKET, BY DENSITY, 2023–2028 (USD MILLION)
TABLE 272 BRAZIL: WI-FI MARKET, BY LOCATION TYPE, 2018–2022 (USD MILLION)
TABLE 273 BRAZIL: WI-FI MARKET, BY LOCATION TYPE, 2023–2028 (USD MILLION)
TABLE 274 BRAZIL: WI-FI MARKET, BY APPLICATION, 2018–2022 (USD MILLION)
TABLE 275 BRAZIL: WI-FI MARKET, BY APPLICATION, 2023–2028 (USD MILLION)
TABLE 276 BRAZIL: WI-FI MARKET, BY VERTICAL, 2018–2022 (USD MILLION)
TABLE 277 BRAZIL: WI-FI MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

11.6.4 MEXICO

11.6.4.1 Growth number of wireless internet users and development of social media landscape to bolster growth

11.6.5 REST OF LATIN AMERICA

12 COMPETITIVE LANDSCAPE

12.1 INTRODUCTION

12.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 278 OVERVIEW OF STRATEGIES DEPLOYED BY KEY PLAYERS IN WI-FI MARKET

12.3 MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 279 WI-FI MARKET: DEGREE OF COMPETITION

12.4 HISTORICAL REVENUE ANALYSIS

FIGURE 36 HISTORICAL REVENUE ANALYSIS OF LEADING PLAYERS, 2020–2022 (USD MILLION)

12.5 COMPETITIVE BENCHMARKING

TABLE 280 WI-FI MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 281 WI-FI MARKET: COMPETITIVE BENCHMARKING OF KEY

STARTUPS/SMES

TABLE 282 WI-FI MARKET: COMPETITIVE BENCHMARKING OF MAJOR PLAYERS

12.6 COMPANY EVALUATION MATRIX

12.6.1 STARS

12.6.2 EMERGING LEADERS

12.6.3 PERVASIVE PLAYERS

12.6.4 PARTICIPANTS

FIGURE 37 KEY COMPANY EVALUATION MATRIX, 2023

12.7 STARTUP/SME EVALUATION MATRIX

12.7.1 PROGRESSIVE COMPANIES

12.7.2 RESPONSIVE COMPANIES

12.7.3 DYNAMIC COMPANIES

12.7.4 STARTING BLOCKS

FIGURE 38 STARTUP/SME EVALUATION MATRIX, 2023

12.8 COMPETITIVE SCENARIO

12.8.1 PRODUCT LAUNCHES

TABLE 283 PRODUCT LAUNCHES, 2020–2023

12.8.2 DEALS

TABLE 284 DEALS, 2020–2023

12.9 WI-FI PRODUCT BENCHMARKING

12.9.1 ERICSSON'S WI-FI MOBILITY GATEWAY

12.9.2 EXTREME NETWORKS' WIRELESS ACCESS POINTS

12.9.3 PROMINENT WI-FI SOLUTION PROVIDERS

TABLE 285 COMPARATIVE ANALYSIS OF PROMINENT WI-FI SOLUTION PROVIDERS

13 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)*)

13.1 KEY PLAYERS

13.1.1 CISCO

TABLE 286 CISCO: COMPANY OVERVIEW

FIGURE 39 CISCO: COMPANY SNAPSHOT

TABLE 287 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 288 CISCO: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 289 CISCO: DEALS

13.1.2 ERICSSON

TABLE 290 ERICSSON: COMPANY OVERVIEW

FIGURE 40 ERICSSON: COMPANY SNAPSHOT

TABLE 291 ERICSSON: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 292 ERICSSON: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 293 ERICSSON: DEALS

13.1.3 EXTREME NETWORKS

TABLE 294 EXTREME NETWORKS: COMPANY OVERVIEW

FIGURE 41 EXTREME NETWORKS: COMPANY SNAPSHOT

TABLE 295 EXTREME NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 296 EXTREME NETWORKS: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 297 EXTREME NETWORKS: DEALS

13.1.4 HUAWEI

TABLE 298 HUAWEI: COMPANY OVERVIEW

FIGURE 42 HUAWEI: COMPANY SNAPSHOT

TABLE 299 HUAWEI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 300 HUAWEI: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 301 HUAWEI: DEALS

13.1.5 JUNIPER NETWORKS

TABLE 302 JUNIPER NETWORKS: COMPANY OVERVIEW

FIGURE 43 JUNIPER NETWORKS: COMPANY SNAPSHOT

TABLE 303 JUNIPER NETWORKS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 304 JUNIPER NETWORKS: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 305 JUNIPER NETWORKS: DEALS

13.1.6 PANASONIC

TABLE 306 PANASONIC: COMPANY OVERVIEW

FIGURE 44 PANASONIC: COMPANY SNAPSHOT

TABLE 307 PANASONIC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 308 PANASONIC: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 309 PANASONIC: DEALS

13.1.7 FORTINET

TABLE 310 FORTINET: COMPANY OVERVIEW

FIGURE 45 FORTINET: COMPANY SNAPSHOT

TABLE 311 FORTINET: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 312 FORTINET: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 313 FORTINET: DEALS

13.1.8 ARUBA

TABLE 314 ARUBA: BUSINESS OVERVIEW

TABLE 315 ARUBA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 316 ARUBA: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 317 ARUBA: DEALS

13.1.9 ALCATEL-LUCENT ENTERPRISE

TABLE 318 ALCATEL-LUCENT ENTERPRISE: COMPANY OVERVIEW

TABLE 319 ALCATEL-LUCENT ENTERPRISE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 320 ALCATEL-LUCENT ENTERPRISE: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 321 ALCATEL-LUCENT ENTERPRISE: DEALS

13.1.10 NETGEAR

TABLE 322 NETGEAR: COMPANY OVERVIEW

FIGURE 46 NETGEAR: COMPANY SNAPSHOT

TABLE 323 NETGEAR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 324 NETGEAR: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 325 NETGEAR: DEALS

13.1.11 BROADCOM

13.1.12 AIRTEL

13.1.13 ORANGE BUSINESS SERVICES

13.1.14 COMCAST BUSINESS

13.1.15 VODAFONE

13.1.16 TELSTRA

13.1.17 FUJITSU

13.1.18 AT&T

13.1.19 UBIQUITI NETWORKS

13.2 STARTUPS/SMES

13.2.1 LEVER TECHNOLOGY GROUP

13.2.2 REDWAY NETWORKS

13.2.3 SUPERLOOP

13.2.4 CAMBIUM NETWORKS

13.2.5 CASA SYSTEMS

13.2.6 FON

13.2.7 D-LINK

13.2.8 ACTIONTEC ELECTRONICS

13.2.9 ADB GLOBAL

13.2.10 SDMC TECHNOLOGY

13.2.11 EDGEWATER WIRELESS SYSTEMS

Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

14 ADJACENT/RELATED MARKETS

14.1 INTRODUCTION

14.2 WI-FI AS A SERVICE MARKET

14.2.1 WI-FI AS A SERVICE MARKET: MARKET DEFINITION

14.2.2 WI-FI AS A SERVICE MARKET OVERVIEW

14.2.3 WI-FI AS A SERVICE MARKET, BY SOLUTION

TABLE 326 WI-FI AS A SERVICE MARKET, BY SOLUTION, 2017–2020 (USD MILLION)

TABLE 327 WI-FI AS A SERVICE MARKET, BY SOLUTION, 2021–2026 (USD MILLION)

14.2.4 WI-FI AS A SERVICE MARKET, BY SERVICE

TABLE 328 WI-FI AS A SERVICE MARKET, BY SERVICE, 2017–2020 (USD MILLION)

TABLE 329 WI-FI AS A SERVICE MARKET, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 330 PROFESSIONAL SERVICES: WI-FI AS A SERVICE MARKET, BY TYPE, 2017–2020 (USD MILLION)

TABLE 331 PROFESSIONAL SERVICES: WI-FI AS A SERVICE MARKET, BY TYPE, 2021–2026 (USD MILLION)

14.2.5 WI-FI AS A SERVICE MARKET, BY LOCATION TYPE

TABLE 332 WI-FI AS A SERVICE MARKET, BY LOCATION TYPE, 2017–2020 (USD MILLION)

TABLE 333 WI-FI AS A SERVICE MARKET, BY LOCATION TYPE, 2021–2026 (USD MILLION)

14.2.6 WI-FI AS A SERVICE MARKET, BY ORGANIZATION SIZE

TABLE 334 WI-FI AS A SERVICE MARKET, BY ORGANIZATION SIZE, 2017–2020 (USD MILLION)

TABLE 335 WI-FI AS A SERVICE MARKET, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

14.2.7 WI-FI AS A SERVICE MARKET, BY VERTICAL

TABLE 336 WI-FI AS A SERVICE MARKET, BY VERTICAL, 2017–2020 (USD MILLION)

TABLE 337 WI-FI AS A SERVICE MARKET, BY VERTICAL, 2021–2026 (USD MILLION)

14.2.8 WI-FI AS A SERVICE MARKET, BY REGION

TABLE 338 WI-FI AS A SERVICE MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 339 WI-FI AS A SERVICE MARKET, BY REGION, 2021–2026 (USD MILLION)

14.3 WI-FI 6 MARKET

14.3.1 WI-FI 6 MARKET: DEFINITION

14.3.2 WI-FI 6 MARKET OVERVIEW

14.3.3 WI-FI 6 MARKET, BY OFFERING

TABLE 340 WI-FI 6 MARKET, BY OFFERING, 2017–2021 (USD MILLION)

TABLE 341 WI-FI 6 MARKET, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 342 OFFERING: WI-FI 6 MARKET, BY HARDWARE, 2017–2021 (USD MILLION)

TABLE 343 OFFERING: WI-FI 6 MARKET, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 344 SERVICES: WI-FI 6 MARKET, BY SERVICE, 2017–2021 (USD MILLION)

TABLE 345 SERVICES: WI-FI 6 MARKET, BY SERVICE, 2022–2027 (USD MILLION)

14.3.4 WI-FI 6 MARKET, BY LOCATION TYPE

TABLE 346 WI-FI 6 MARKET, BY LOCATION TYPE, 2017–2021 (USD MILLION)

TABLE 347 WI-FI 6 MARKET, BY LOCATION TYPE, 2022–2027 (USD MILLION)

14.3.5 WI-FI 6 MARKET, BY ORGANIZATION SIZE

TABLE 348 WI-FI 6 MARKET, BY ORGANIZATION SIZE, 2017–2021 (USD MILLION)

TABLE 349 WI-FI 6 MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

14.3.6 WI-FI 6 MARKET, BY VERTICAL

TABLE 350 WI-FI 6 MARKET, BY VERTICAL, 2017–2021 (USD MILLION)

TABLE 351 WI-FI 6 MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

14.3.7 WI-FI 6 MARKET, BY REGION

TABLE 352 WI-FI 6 MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 353 WI-FI 6 MARKET, BY REGION, 2022–2027 (USD MILLION)

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

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