

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).

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