

# **Captive Portal Market Forecasts to 2030 – Global Analysis By Offering (Platform and Services), End User (Travel & Transportation, Hospitality & Leisure, Coworking Spaces, Shopping Malls & Retail Outlets, Entertainment, Internet Service Providers (ISPs) and Other End Users) and by Geography**

<https://marketpublishers.com/r/C6B63C4344B8EN.html>

Date: January 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: C6B63C4344B8EN

## **Abstracts**

According to Statistics MRC, the Global Captive Portal Market is accounted for \$1.06 billion in 2024 and is expected to reach \$2.50 billion by 2030 growing at a CAGR of 15.4% during the forecast period. A captive portal is a webpage that users see when they initially connect to a Wi-Fi network, usually in public settings like coffee shops, airports, or lodging facilities. Before granting access to the internet, it is utilized to verify users, collect data, or display terms and conditions. Moreover, captive portals are frequently used for business and security objectives, like gathering client information or providing premium internet services. When users connect to the network, they are redirected to the portal page, where they might be prompted to register, log in, or accept the network's terms of use.

According to the Wi-Fi Alliance, the number of public Wi-Fi hotspots worldwide is expected to grow from 169 million in 2018 to 628 million by 2023, driving the demand for captive portals to manage and secure these connections.

Market Dynamics:

Driver:

Growing need for safe public Wi-Fi

Ensuring secure access has become a top priority as the demand for free or inexpensive public Wi-Fi keeps growing, particularly in high-traffic areas like airports, coffee shops, hotels, shopping malls, and transportation hubs. Captive portals are essential because they enable companies to verify users before allowing them to access the internet, preventing malicious or unauthorized access. Additionally, the need for safe, dependable Wi-Fi access is further increased by the rise in mobile device usage and the digital economy, which forces businesses to use captive portals to safeguard sensitive user data as well as their network infrastructure.

Restraint:

Costs of implementation and maintenance

Businesses may need a lot of resources to set up and maintain captive portals. It takes technical know-how and financial commitment to create and modify a captive portal that complies with security regulations, branding, and user experience standards. To keep these systems secure, operational, and in line with changing standards and laws, businesses also need to update and maintain them on a regular basis. Furthermore, this covers the introduction of new features or enhancements, regular software updates, and cybersecurity patches.

Opportunity:

Improved customization for interaction with customers

Businesses are concentrating more on improving customer experiences as a result of increased competition in industries like retail, hospitality, and entertainment. A special chance for individualized interaction is provided by captive portals. Businesses can develop personalized experiences that surpass simple access control by gathering user data. Moreover, businesses can, for instance, provide localized content, product recommendations, and targeted discounts based on user preferences and behaviors gathered through the captive portal. By incorporating AI and machine learning into the portal, personalization can be further improved by instantly customizing marketing messages and content for each user.

Threat:

Cybersecurity dangers and weaknesses

The possibility of cybersecurity breaches is one of the main dangers facing the captive portal market. Because captive portals serve as a network's entry point, hackers may target them in an attempt to take advantage of security flaws. Captive portals may be vulnerable to phishing, DNS spoofing and man-in-the-middle (MitM) attacks in the absence of strong security measures. These assaults have the potential to jeopardize user information, network security, and even grant unauthorized access to private data. Additionally, security flaws can result from inadequate encryption, shoddy authentication procedures, and bad configuration.

#### Covid-19 Impact:

The market for captive portals was significantly impacted by the COVID-19 pandemic, mainly because it increased demand for contactless, secure, and remote network access. Businesses and institutions looked to deploy captive portals in order to control and secure internet access for an increasing number of users as a result of the widespread shift to remote work, educational activities, and a greater reliance on digital services. Contactless Wi-Fi systems were adopted by more businesses as a result of the pandemic's increased health and safety concerns. However, many organizations faced financial constraints as a result of the pandemic, which caused delays in the adoption or upgrade of captive portal systems.

The Platform segment is expected to be the largest during the forecast period

Over the course of the forecast period, the platform segment is expected to hold the largest share in the captive portal market. The infrastructure and software that let companies set up and maintain captive portals are included in this section. With the help of these platforms' features like user authentication, data collection, and analytics, businesses can give their clients safe, regulated Wi-Fi access. Moreover, the need for businesses to interact with customers and collect useful data, as well as the rising demand for secure Wi-Fi connectivity, is the main drivers of the platform segment's expansion.

The Travel & Transportation segment is expected to have the highest CAGR during the forecast period

Over the course of the forecast period, the Travel & Transportation segment is expected to have the highest CAGR in the Captive Portal Market. The rising need for individualized and safe Wi-Fi services in train stations, airports, and other transit hubs is

what's driving this expansion. In this industry, captive portals allow transportation providers to provide passengers with easy access to the internet, gather useful user information, and show relevant ads, all of which improve the overall travel experience. Additionally, as the demand for effective and secure connectivity solutions increases, it is anticipated that the integration of captive portals in the travel and transportation sector will keep growing.

#### Region with largest share:

The market for captive portals is expected to be dominated by North America due to factors like improved customer engagement, data collection and analytics, and the growing demand for guest Wi-Fi access. The region's sophisticated technology infrastructure, which includes strong cellular networks and extensive high-speed internet access, facilitates the use of captive portals in a variety of industries. Furthermore, North America's dominant market position can be attributed to the growing popularity of Bring Your Own Device (BYOD) policies, which have increased demand for controlled and secure network access.

#### Region with highest CAGR:

The captive portal market is expected to grow at the highest CAGR in the Asia Pacific (APAC) region. Businesses in the area are increasingly using captive portals to improve network security, gather useful data, and increase customer engagement, which is driving this growth. The demand for captive portal solutions is rising as a result of the APAC region's quick digital transformation, the widespread use of mobile devices, and the requirement for secure network access. Moreover, captive portal adoption is anticipated to increase as APAC organizations continue to place a high priority on safe and customized user experiences, which will further fuel market expansion.

#### Key players in the market

Some of the key players in Captive Portal market include Cisco Systems Inc., Adentro, Juniper Networks, Inc, Extreme Networks, Inc, Boingo Wireless Inc, Intelsat S.A., Nexnet Solutions, Arista Networks, Inc, Enea AB, Netgear Inc., Satcom Direct Inc, Kloudspot Inc, Aruba Networks, Skyfii Inc and WatchGuard Inc.

#### Key Developments:

In November 2024, Cisco and MGM Resorts International announce that the companies

have signed a Whole Portfolio Agreement (WPA), empowering MGM Resorts with the majority of Cisco's software portfolio. This includes cybersecurity, software defined networking, software defined-WAN, digital experience assurance, full-stack observability, data center and services.

In January 2024, Juniper Networks, Inc. and Hewlett Packard Enterprise announced that the companies have entered a definitive agreement under which HPE will acquire Juniper in an all-cash transaction for \$40.00 per share, representing an equity value of approximately \$14 billion.

In March 2023, SD Government has entered into an agreement for the sale of the COMSAT Southbury, CT. and Santa Paula, CA. teleports to UK-based Goonhilly Earth Station Ltd. Upon closing of the asset sale, the East and West coast U.S. ground stations will be operated and managed by Goonhilly, which is making the acquisition to support its growth in the sector.

#### Offerings Covered:

Platform

Services

#### End Users Covered:

Travel & Transportation

Hospitality & Leisure

Coworking Spaces

Shopping Malls & Retail Outlets

Entertainment

Internet Service Providers (ISPs)

Other End Users

**Regions Covered:****North America**

US

Canada

Mexico

**Europe**

Germany

UK

Italy

France

Spain

Rest of Europe

**Asia Pacific**

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free

*Captive Portal Market Forecasts to 2030 – Global Analysis By Offering (Platform and Services), End User (Trave...*

customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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