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Network as a Service (NaaS) Market Forecasts to 2034 – Global Analysis By Component (Solutions and Services), Deployment Type, Organization Size, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Network as a Service (NaaS) Market is accounted for $40.88 billion in 2026 and is expected to reach $256.45 billion by 2034 growing at a CAGR of 25.8% during the forecast period. Network as a Service (NaaS) is a cloud based networking model that delivers network infrastructure, connectivity, and management capabilities through a subscription or pay-as-you-use framework. It enables organizations to provision, scale, and manage network resources such as virtual private networks (VPNs), bandwidth, and security services without investing in on-premises hardware. By shifting networking to a software-defined, on-demand environment, NaaS enhances operational agility, reduces capital expenditure, and simplifies network operations. It is widely adopted to support hybrid work, multi cloud connectivity, and dynamic enterprise networking requirements in modern digital ecosystems.

Market Dynamics:

Driver:

Rapid Cloud & Multi-Cloud Adoption

Rapid cloud and multi-cloud adoption is a primary catalyst for the Network as a Service (NaaS) market. Enterprises are increasingly deploying workloads across public, private, and hybrid cloud environments, creating demand for flexible and software defined networking solutions. NaaS enables seamless connectivity between distributed cloud

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resources while reducing infrastructure complexity. It's on demand provisioning and centralized management capabilities help organizations accelerate digital transformation initiatives, improve network agility, and support evolving application requirements, making it a compelling choice for modern IT environments.

Restraint:

Security & Data Privacy Concerns

Security and data privacy concerns remain a significant restraint for the NaaS market. Organizations, particularly in regulated industries, are cautious about entrusting critical network functions and sensitive data to third party cloud providers. Potential risks related to data breaches and compliance with regional data protection regulations creates hesitation in adoption. Additionally, limited visibility and control over outsourced network infrastructure can heighten perceived vulnerabilities, prompting enterprises to proceed carefully and, in some cases, delay full-scale NaaS deployment despite its operational advantages.

Opportunity:

Rising Remote & Hybrid Work Culture

The expansion of remote and hybrid work models presents a strong growth opportunity for the NaaS market. Organizations require secure, scalable, and easily deployable networking solutions to support geographically dispersed employees and branch locations. NaaS enables rapid provisioning of secure connectivity and centralized management across distributed environments. As businesses continue to embrace flexible work policies and digital collaboration tools, demand for cloud delivered networking services is expected to accelerate, positioning NaaS providers to capture significant new enterprise and midmarket opportunities.

Threat:

Integration with Legacy Infrastructure

Integration with legacy infrastructure poses a notable threat to widespread NaaS adoption. Many enterprises still rely on traditional, hardware-centric networking environments that are complex and costly to modernize. Migrating these legacy systems to cloud-based, software-defined NaaS platforms often involves compatibility challenges, operational disruptions, and additional investment. Resistance to change and concerns over business continuity can further slow transition efforts. Unless vendors provide seamless migration tools and hybrid interoperability, legacy integration hurdles may continue to restrain market momentum.

Covid-19 Impact:

The COVID-19 pandemic significantly accelerated demand for Network as a Service solutions as organizations rapidly shifted to remote operations and digital workflows. Enterprises sought flexible, cloud-based networking to ensure secure connectivity for distributed workforces and maintain business continuity. This surge in demand highlighted the limitations of traditional network infrastructures and strengthened the case for subscription-based networking models. Post-pandemic, the momentum has continued, with many organizations permanently adopting hybrid work strategies, thereby sustaining long-term growth prospects for the NaaS market.

The large enterprises segment is expected to be the largest during the forecast period

The large enterprises segment is expected to account for the largest market share during the forecast period, due to their substantial IT budgets, complex network environments, and strong focus on digital transformation. These organizations require highly scalable, secure, and centrally managed networking solutions to support multi cloud deployments and large remote workforces. NaaS enables them to modernize legacy infrastructure while optimizing operational efficiency. Additionally, large enterprises are early adopters of advanced networking technologies, further reinforcing their dominant position in the market.

The healthcare segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare segment is predicted to witness the highest growth rate, due to increasing adoption of telehealth, connected medical devices, and cloud-based health information systems. Healthcare providers require secure, reliable, and low-latency network connectivity to support real-time data exchange and remote patient monitoring. NaaS offers scalable and compliant networking solutions that help healthcare organizations modernize infrastructure while maintaining data security. Growing digital health initiatives and rising investments in healthcare IT are expected to further accelerate segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to early adoption of cloud technologies, strong presence of leading NaaS providers, and advanced digital infrastructure. Enterprises across the United States and Canada are heavily investing in software-defined networking and multi-cloud strategies. Additionally, the region’s mature IT ecosystem, high enterprise spending capacity, and growing demand for secure remote connectivity continue to drive NaaS deployment across multiple industry verticals.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid digital transformation, expanding cloud adoption, and increasing enterprise mobility across emerging economies such as China, India, and Southeast Asian countries. Growing investments in 5G, edge computing, and smart infrastructure are further fueling demand for flexible networking solutions. Moreover, the rising number of SMEs embracing cloud-first strategies and the region’s expanding internet penetration are expected to create significant growth opportunities for NaaS providers.

Key players in the market

Some of the key players in Network as a Service (NaaS) Market include Cisco Systems, Juniper Networks, AT&T, Ciena Corporation, Aryaka Networks, IBM Corporation, VMware, NEC Corporation, Amazon Web Services (AWS), Verizon Communications, Akamai Technologies, Rackspace Holdings, Citrix Systems, Tata Communications and Extreme Networks.

Key Developments:

In February 2026, Amazon has launched Pay by Bank, a secure, card-free payment option in the UK that lets customers pay directly from their bank accounts. The solution uses biometric or PIN authentication through banking apps, eliminates stored card details, and enables near-instant refunds, enhancing checkout speed and security.

In November 2024, Amazon announced an additional $4 billion investment in Anthropic to deepen their generative AI partnership. The deal establishes AWS as Anthropic’s primary cloud and training partner, using Trainium and Inferentia chips, and brings Amazon’s total commitment to $8 billion while maintaining a minority stake.

Components Covered:

- Solutions
- Services

Deployment Models Covered:

- Public Cloud
- Private Cloud
- Hybrid Cloud

Organization Sizes Covered:

- Small & Medium Enterprises (SMEs)
- Large Enterprises

End Users Covered:

- IT & Telecom
- Healthcare
- Manufacturing
- Retail & E?commerce
- Government & Defense
- Other End Users

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Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Belgium
  - Sweden
  - Switzerland
  - Poland
  - Rest of Europe
- Asia Pacific
  - China
  - Japan

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- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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 customization options:

Company Profiling

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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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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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