

# **Content Delivery Network Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018–2028 Segmented By Type (Video CDN and Non-Video CDN), By Service Provider (Traditional Content Delivery Network, Cloud Service Providers, Telco Content Delivery Network & Others), By Solution (Media Delivery, Web Performance Optimization, Cloud Security and Others), By Adjacent Service (Storage Services, Website & API Management, Network Optimization Services, Support & Maintenance & Others), By Content Type (Static Vs Dynamic), By End-User (Media & Communication, Retail & E-Commerce, Gaming, BFSI and Others), By Region**

<https://marketpublishers.com/r/C1B3BED259A3EN.html>

Date: September 2023

Pages: 177

Price: US\$ 4,900.00 (Single User License)

ID: C1B3BED259A3EN

## **Abstracts**

The Global Content Delivery Network Market is growing owing to escalating need for better performance, increased reliability, cost saving and protection against cyber-attacks. The content delivery network is becoming the foundational technology model for improving site speed and website performance. Many enterprises are adopting content delivery network as a cost effective solution. The high usage for content delivery network solutions across e-commerce, media & entertainment and online gaming sector has become one of the important factors for retailers to secure architecture and offer cutting edge services to the customers. Moreover, the growth of the market is on

account of the rising cloud-enabled services enabling advanced website security, increasing content availability, lower network latency, Internet of Things (IoT), 5G Infrastructure, use of real-time analytics enabled by Machine Learning (ML) and Artificial Intelligence (AI) across the globe in the forecast period. As digitization progresses and technology increasingly serves as a major facilitator of excellence, the market for global content delivery networks is anticipated to grow throughout the projected period.

A content delivery network (CDN) can be termed as the dispersed network of servers and data centers that seamlessly serves web content to a large user base, worldwide. The CDN networks often refers to as edge servers, since all CDN servers are located on the edge network. The CDN offer real-time content to the users with superior performance and improved quality of service. A CDN maintains a cached version of the website's content in many places to reduce the distance between the users and the server. Duplicate content is kept on several cache servers that are easily accessible by users, thereby affecting internet services. This enables web publisher to deliver faster, higher-quality performance for users through content distribution from servers. CDN's are composed of a variety of hardware variables such as Points of Presence (PoP), storages and caching servers. CDN helps business deliver better connectivity and scalability for web publishers, reduced bandwidth consumption, reduced latency, better response to traffic spikes, outsourced infrastructure support, enhanced security, greater user satisfaction, improved content delivery and speedier e-commerce benefits. This allows e-commerce websites, live streaming media services, cloud application developers, content-intensive enterprise websites and gaming companies to actively rely and deploy for content delivery network services in their business. StackPath, Google Cloud CDN, Cloudflare CDN, CacheFly, Akamai Site Shield, Amazon CloudFront models are some of the typical solutions used as a content delivery network services in the market.

## Growth and Expansion of E-Commerce Industries

The global e-commerce industry is continuously expanding as with response to the change in consumer behavior. The rapid expansion of the market requires the interaction between businesses that serve online content to the customers. As majority of e-commerce business are mobile, industries and the associated stores heavily rely on content delivery network services to manage business approach serving global audience ensuring all customers with a pleasant user experience, regardless of location to resolve with modern IT architecture. Content delivery network is bridging the gap between IT and businesses by improving agility, efficiency and quickly delivering IT

resources at an affordable cost. Utilizing the content delivery network services enables businesses to offer better edge to e-commerce industries advancing their industrial automation across various organizations. The connected supply chain, business operations and seamless transactions on mobile and desktop devices process depends heavily on connected and smart items. The development of content delivery network services has also made it possible for e-commerce to use such applications for increasing reliability, reduced network latency, analyzing data in real time and resilience against cyber attacks. For instance, according to the Census Bureau of the Department of Commerce, U.S. retail e-commerce sales for third quarter 2022 estimate increased to 10.8 percent from the third quarter of 2021. These factors are significantly driving growth of the global content delivery network market.

### Increasing internet penetration and adoption of mobile devices

One of the main driver for the growth of content delivery network is the increasing number of internet users across the globe with growing adoption of mobile devices. The rising use of internet services over mobile devices, such as tablets and smart phones and the quick development of internet-enabled portable devices has driven the need for mobile CDN solutions to deliver an improved content with enhanced end-user experience. The increase in the network traffic has led to the rising need for content delivery network solutions to deliver content to end-users effectively. Furthermore, increase in per-capita income, availability of multiple low-price options with significant features and cost affordability has risen the use of smartphones. For instance, as of Oct 2022, there are over 5.07 billion internet users around the world, which is equivalent to 63.5 percent of the world's total population and the penetration is going to increase over the year. This adoption of smart devices and internet penetration enabling the massive use of content delivery network is expected to grow the global content delivery network market in the forecast period.

### Rising Demand for Digital Content and Improved Bounce Rate

The global content delivery network market is growing due to rising demand for online streaming and multimedia content. The market has created various opportunities for content delivery service providers, and the industry is growing significantly over traditional hosting servers. Software-defined networking (SDN) and network function virtualization (NFV) technologies are rapidly gaining popularity as the services are offering high-performance standards, without requiring massively distributed infrastructure enabling high levels of reliable security and superior efficacy in terms of scalability, owing to cheaper costs and content management outsourcing. The

increasing need for modern services and applications requires dynamic content to be effectively and efficiently delivered to a globally distributed audiences. Moreover, in order to lower bounce rates and shorten the time it takes to establish a secure connection through HTTPS, numerous web hosting organisations and enterprises are using CDN. The need for CDN is growing quickly among web hosting companies, and these reasons are causing the worldwide content delivery network market's revenue to expand throughout the projected period.

## Market Segmentation

The global content delivery network market is segmented into type, service provider, solution, adjacent service, content type, end-user, region and competition landscape. Based on type, the market is bifurcated into Video CDN and Non-Video CDN. Based on service provider, the market is segmented into traditional content delivery network, cloud service providers, telco content delivery network & others. Based on solution, the market is segmented into media delivery, web performance optimization, cloud security and others. Based on adjacent service, the market is categorized into storage services, website & API management, network optimization services, support & maintenance & others. Based on content type, the market is segmented into static and dynamic. The end-user segment is further categorized into media & communication, retail & e-commerce, gaming, BFSI and others.

## Market Players

Major market players in the global content delivery network market are Akamai Technologies Inc., Wangsu Science & Technology Co Ltd, Amazon Web Services, Inc., CenturyLink, Ltd., Verizon Communication Inc., CDNetworks Co Ltd, Limelight Network, Inc., Internap Corporation, Tata Communication Ltd and Cloudflare Inc..

## Report Scope:

In this report, the global content delivery network market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Content Delivery Network Market, By Type

#### Video CDN

Non-Video CDN

Content Delivery Network Market, By Service Provider

Traditional Content Delivery Network

Cloud Service Providers

Telco Content Delivery Network

Others

Content Delivery Network Market, By Solution

Media Delivery

Web Performance Optimization

Cloud Security

Others

Content Delivery Network Market, By Adjacent Service

Storage Services

Website & API Management

Network Optimization Services

Support & Maintenance

Others

Content Delivery Network Market, By Content Type

Static

Dynamic

## Content Delivery Network Market, By End-User

Retail & E-Commerce

Media & Communication

Gaming

BFSI

Others

## Content Delivery Network Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

South Korea

India

Australia

Europe

United Kingdom

Germany

France

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East

UAE

Qatar

Saudi Arabia

South Africa

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global content delivery network market.

## Available Customizations:

Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).



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