

# **Wi-Fi as a Service Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Deployment Type (On-premises, Cloud-based), By solution (Managed services, Professional services) By Industry Vertical (Banking, financial services, and insurance (BFSI), Retail, Manufacturing, Transportation and logistics, Education, Healthcare and life sciences, Government and public sector, Other) By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Wi-Fi as a Service market has experienced tremendous growth in recent years and is poised to maintain strong momentum through 2028. The market was valued at USD 4.94 billion in 2022 and is projected to register a compound annual growth rate of 18.36% during the forecast period.

The global Wi-Fi as a Service market has witnessed significant growth in recent years, primarily due to its widespread adoption across various industries. Key sectors such as autonomous vehicles, healthcare, retail, and manufacturing have recognized the importance of Wi-Fi as a Service solutions in developing precise Artificial Intelligence and Machine Learning models to optimize business processes and enhance outcomes. Organizations are increasingly investing in advanced Wi-Fi as a Service technologies to comply with stricter regulatory frameworks and improve productivity and efficiency. Leading platform providers in the market have introduced innovative offerings with features like multi-source data handling, collaborative workflow management, and intelligent project oversight, resulting in improved annotation quality and scalability. By integrating technologies such as computer vision, natural language processing, and

mobile data collection, Wi-Fi as a Service solutions now offer automated annotation assistance, real-time analytics, and insights generation for monitoring project progress. This enables businesses to ensure data quality, extract greater value from their data assets, and accelerate AI development cycles. Companies are actively forming partnerships with data annotation specialists to develop customized solutions tailored to their specific data and use case requirements. Moreover, the growing emphasis on data-driven decision making is creating new opportunities across various industry verticals. As digital transformation initiatives continue to drive investments in new capabilities, the Wi-Fi as a Service market is poised for sustained growth. Its ability to support AI/ML through large-scale, high-quality annotated training data will play a crucial role in shaping its long-term prospects.

## Key Market Drivers

### 1. Increasing Demand for Scalable and Flexible Connectivity Solutions

In today's digital era, businesses across industries are increasingly relying on wireless connectivity to support their operations. However, managing and maintaining a robust Wi-Fi infrastructure can be complex and resource-intensive for organizations. This is where Wi-Fi as a Service (WaaS) comes into play.

**Scalability and Flexibility:** One of the key drivers for the Wi-Fi as a Service market is the growing demand for scalable and flexible connectivity solutions. With WaaS, businesses can easily scale their Wi-Fi infrastructure up or down based on their needs, without the need for significant upfront investments in hardware and infrastructure. This flexibility allows organizations to adapt to changing business requirements and accommodate increasing user demands.

**Cost-Effectiveness:** Another driver for the WaaS market is the cost-effectiveness it offers. By opting for a subscription-based model, businesses can avoid the upfront costs associated with purchasing and maintaining Wi-Fi equipment. Instead, they can pay a predictable monthly fee for the Wi-Fi service, which includes hardware, software, maintenance, and support. This cost-effective approach allows organizations to allocate their resources more efficiently and focus on their core business activities.

### 2. Growing Need for Enhanced Security and Compliance

In an increasingly interconnected world, data security and compliance have become critical concerns for businesses. With the rise in cyber threats and stringent regulatory

requirements, organizations are seeking robust security measures to protect their sensitive data and ensure compliance with industry standards. This need for enhanced security and compliance is driving the adoption of Wi-Fi as a Service solutions.

**Advanced Security Features:** WaaS providers offer advanced security features such as encryption, authentication, and intrusion detection systems to safeguard the Wi-Fi network and protect against unauthorized access. These security measures help businesses mitigate the risk of data breaches and ensure the confidentiality and integrity of their data.

**Compliance with Regulations:** Wi-Fi as a Service solution also assists organizations in meeting regulatory requirements. Providers often have expertise in compliance standards such as the General Data Protection Regulation (GDPR) or industry-specific regulations. By leveraging WaaS, businesses can ensure that their Wi-Fi networks adhere to these regulations, avoiding potential penalties and reputational damage.

### 3. Focus on Improved User Experience and Productivity

In today's highly competitive business landscape, delivering exceptional user experience and maximizing productivity are crucial for organizations. Wi-Fi as a Service solution offers several features and capabilities that contribute to improved user experience and enhanced productivity.

**Seamless Connectivity:** WaaS providers ensure seamless connectivity by deploying reliable and high-performance Wi-Fi networks. This enables employees, customers, and other stakeholders to access the network effortlessly, resulting in a smooth and uninterrupted user experience.

**Centralized Management and Monitoring:** WaaS solutions provide centralized management and monitoring capabilities, allowing businesses to efficiently manage their Wi-Fi networks from a single interface. This centralized approach simplifies network administration, troubleshooting, and performance optimization, leading to increased productivity and reduced downtime.

**Advanced Analytics and Insights:** Wi-Fi as a Service platforms often include advanced analytics and reporting features. These capabilities enable businesses to gain valuable insights into network usage, user behavior, and performance metrics. By leveraging these insights, organizations can make data-driven decisions to optimize their Wi-Fi infrastructure, improve user experience, and enhance productivity.

In conclusion, the Wi-Fi as a Service market is driven by the increasing demand for scalable and flexible connectivity solutions, the growing need for enhanced security and compliance, and the focus on improved user experience and productivity. As businesses continue to prioritize these factors, the adoption of Wi-Fi as a Service solutions is expected to rise, shaping the future of wireless connectivity in the business landscape..

## Key Market Challenges

### 1. Security and Privacy Concerns

One of the significant challenges facing the Wi-Fi as a Service (WaaS) market is the increasing security and privacy concerns associated with wireless connectivity. As businesses rely more on Wi-Fi networks to transmit sensitive data and facilitate critical operations, ensuring the security and privacy of these networks becomes paramount.

**Data Breaches and Cyber Attacks:** With the proliferation of cyber threats, Wi-Fi networks are vulnerable to data breaches and cyber attacks. Hackers can exploit security vulnerabilities in the network infrastructure or intercept data transmissions, potentially compromising sensitive information. This poses a significant risk to businesses, as data breaches can result in financial losses, reputational damage, and legal consequences.

**Privacy Regulations and Compliance:** Another challenge is the need to comply with privacy regulations, such as the General Data Protection Regulation (GDPR) and other industry-specific requirements. WaaS providers must ensure that their services adhere to these regulations, protecting user privacy and handling personal data in a secure and compliant manner. Failure to meet these requirements can lead to severe penalties and damage to the provider's reputation.

### 2. Reliability and Performance

Reliability and performance are critical factors for businesses relying on Wi-Fi as a Service solutions. Any disruptions or performance issues can have a significant impact on productivity, customer satisfaction, and overall business operations.

**Network Downtime and Outages:** Wi-Fi networks may experience downtime or outages due to various factors, such as hardware failures, software glitches, or external

interference. These disruptions can result in a loss of connectivity, hindering business operations and causing inconvenience to users. Ensuring high availability and minimizing downtime is a challenge that WaaS providers must address to meet the expectations of their customers.

**Network Congestion and Bandwidth Limitations:** As the number of connected devices and data-intensive applications continues to grow, Wi-Fi networks face challenges related to network congestion and bandwidth limitations. In high-density environments or during peak usage periods, the network may become congested, leading to reduced performance and slower data transfer speeds. WaaS providers need to implement effective traffic management strategies and allocate sufficient bandwidth to ensure optimal network performance for their customers.

**Quality of Service (QoS) and Service Level Agreements (SLAs):** Maintaining consistent quality of service is crucial for businesses relying on Wi-Fi as a Service. However, ensuring consistent performance across different locations, managing network latency, and meeting service level agreements (SLAs) can be challenging. WaaS providers must establish robust monitoring and management systems to proactively identify and address performance issues, ensuring that customers receive the agreed-upon level of service.

In conclusion, the Wi-Fi as a Service market faces challenges related to security and privacy concerns, as well as reliability and performance issues. Addressing these challenges requires a comprehensive approach that includes implementing robust security measures, complying with privacy regulations, ensuring network reliability, and optimizing performance. Overcoming these challenges will be crucial for the continued growth and success of the Wi-Fi as a Service market in meeting the evolving needs of businesses..

## Key Market Trends

### 1. Adoption of Wi-Fi 6 and Next-Generation Technologies

One of the prominent trends in the Wi-Fi as a Service (WaaS) market is the adoption of Wi-Fi 6 (802.11ax) and other next-generation technologies. Wi-Fi 6 offers significant improvements in speed, capacity, and performance compared to previous Wi-Fi standards. This trend is driven by the increasing demand for faster and more reliable wireless connectivity, especially in environments with high user density and data-intensive applications.

**Enhanced Performance and Efficiency:** Wi-Fi 6 introduces advanced features such as Orthogonal Frequency Division Multiple Access (OFDMA) and Multi-User Multiple Input Multiple Output (MU-MIMO), which enable more efficient use of available bandwidth and better support for simultaneous connections. This results in improved performance, reduced latency, and enhanced user experience.

**Support for IoT and Emerging Technologies:** Wi-Fi 6 also provides better support for Internet of Things (IoT) devices, which are becoming increasingly prevalent in various industries. With its increased capacity and improved power efficiency, Wi-Fi 6 can handle the growing number of IoT devices and their data requirements. This trend aligns with the rising adoption of IoT and the need for seamless connectivity in smart homes, smart cities, and industrial IoT applications.

## 2. Integration of Wi-Fi as a Service with Cloud and Edge Computing

Another significant trend in the WaaS market is the integration of Wi-Fi services with cloud and edge computing technologies. This integration enables businesses to leverage the scalability, flexibility, and computational power of cloud and edge platforms to enhance their Wi-Fi infrastructure and deliver advanced services.

**Cloud-Based Management and Analytics:** By integrating WaaS with cloud platforms, businesses can centrally manage and monitor their Wi-Fi networks, access advanced analytics and reporting capabilities, and streamline network administration. Cloud-based management also allows for easier scalability and updates, reducing the need for on-site hardware and maintenance.

**Edge Computing for Low Latency Applications:** Edge computing brings computing resources closer to the network edge, enabling faster processing and reduced latency for time-sensitive applications. By integrating WaaS with edge computing, businesses can deploy Wi-Fi services at the network edge, closer to the end-users or IoT devices. This trend is particularly relevant for applications such as real-time analytics, video streaming, and augmented reality (AR)/virtual reality (VR), where low latency is critical.

## 3. Focus on Location-Based Services and Analytics

Location-based services and analytics are emerging as a significant trend in the WaaS market, offering businesses valuable insights into user behavior, foot traffic patterns, and personalized experiences. By leveraging Wi-Fi infrastructure and advanced

analytics technologies, businesses can unlock the potential of location-based services to enhance customer engagement and optimize operations.

**Indoor Positioning Systems (IPS):** Wi-Fi networks can be utilized as a foundation for indoor positioning systems, enabling businesses to track the location of Wi-Fi-enabled devices within their premises. IPS can be leveraged for various applications, including asset tracking, wayfinding, and targeted marketing campaigns. This trend is particularly relevant for industries such as retail, hospitality, and healthcare, where understanding customer behavior and optimizing physical spaces are crucial.

**Data-Driven Insights and Personalization:** By analyzing Wi-Fi data, businesses can gain valuable insights into user preferences, traffic patterns, and dwell times. These insights can be used to personalize customer experiences, optimize store layouts, and improve operational efficiency. For example, retailers can use Wi-Fi analytics to understand customer flow within their stores and optimize product placement accordingly.

**In Conclusion:** The Wi-Fi as a Service market is witnessing several trends, including the adoption of Wi-Fi 6 and next-generation technologies, integration with cloud and edge computing, and the focus on location-based services and analytics. These trends reflect the evolving needs of businesses for faster, more reliable connectivity, advanced management capabilities, and data-driven insights. Embracing these trends will enable organizations to leverage the full potential of Wi-Fi as a Service and stay ahead in the competitive business landscape.

## Segmental Insights

### By Deployment Type Insights

The Wi-Fi as a Service market is segmented based on deployment type into on-premises and cloud-based models. In 2022, the cloud-based deployment segment dominated the Wi-Fi as a Service market and is expected to maintain its dominance during the forecast period from 2023 to 2028.

The cloud-based deployment model involves hosting and managing the Wi-Fi infrastructure by third-party cloud service providers. This offers various advantages over the on-premises model including flexibility, scalability and reduced upfront costs. With cloud-based WaaS, organizations do not need to make significant capital investments to set up their own Wi-Fi infrastructure. They can easily scale up or down their network capacity as required and pay only for the resources utilized on a subscription basis.

Cloud-based WaaS also simplifies network management activities for organizations as the service providers seamlessly handle maintenance, upgrades and support through centralized cloud-based platforms. These benefits have made the cloud-based deployment model an attractive option for businesses of all sizes. Additionally, the model enables service providers to leverage economies of scale through a multi-tenant infrastructure and pass on the cost savings to customers in the form of competitive pricing. Due to these advantages, the cloud-based segment has seen faster adoption rates and accounted for the largest share of the Wi-Fi as a Service market in 2022. Furthermore, the segment is expected to continue dominating the market over the forecast period as digital transformation initiatives accelerate across industries worldwide, driving increased investments in scalable cloud-based connectivity solutions.

### By solution Insights

The Wi-Fi as a Service market is segmented based on the solutions offered into managed services and professional services. Within this segmentation, the managed services segment dominated the overall Wi-Fi as a Service market in 2022 and is expected to maintain its dominance during the forecast period from 2023 to 2028.

Managed services involve outsourcing the entire management and maintenance of the Wi-Fi network infrastructure to third-party service providers. This includes around-the-clock monitoring of network performance, troubleshooting any issues, handling security updates, applying configurations and managing compliance-related activities. By opting for managed services, organizations can leverage the specialized expertise of providers to ensure optimal performance and security of their wireless networks. The service providers seamlessly address any network issues without burdening internal IT teams of their customers. This provides businesses with hassle-free operations and an enhanced user experience. The managed services model also allows for predictable operational expenditure with no requirement of upfront capital investment or hiring dedicated in-house personnel. Owing to such advantages, most organizations prefer the managed services solution over setting up network operation centers themselves. As a result, the managed services segment has seen wider adoption compared to professional services, accounting for a major share of the overall Wi-Fi as a Service market in 2022. Furthermore, the segment is expected to maintain dominance during the forecast period as the demand for outsourcing network management rises with growing network complexities in the digital era..

### Regional Insights



The global Wi-Fi as a Service market is segmented based on regions into North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. Among these, North America dominated the overall Wi-Fi as a Service market in 2022 and is expected to maintain its dominance during the forecast period from 2023 to 2028.

North America has been at the forefront in terms of technology adoption and digital transformation across industries. It is one of the most developed regions with high internet penetration and strong technical infrastructure. Organizations in North America have widely embraced advanced connectivity solutions to enhance productivity and gain competitive advantages. Furthermore, the region is home to some of the largest Wi-Fi service providers who are continuously investing in research and development of innovative Wi-Fi technologies. This has enabled North American companies to leverage the benefits of robust and scalable wireless networks. Additionally, the presence of early adopters across verticals such as retail, manufacturing, and healthcare has driven the demand for Wi-Fi as a Service solutions in the region. Stringent regulatory standards regarding data security and privacy have also propelled organizations to rely on managed Wi-Fi services. Due to these factors, North America accounted for the highest share in the global Wi-Fi as a Service market in 2022. Moreover, continued technology upgrades and focus on digital transformation initiatives are expected to further augment the regional market during the forecast period..

### Key Market Players

Cisco Systems, Inc

Aruba

Extreme Networks.

Fujitsu Limited

CommScope

MOJO NETWORKS

Singtel

Rogers Communications

Telstra Corporation Limited

Viasat

Report Scope:

In this report, the Global Wi-Fi as a Service Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Wi-Fi as a Service Market, By Deployment Type:

On-premises

Cloud-based

Wi-Fi as a Service Market, By solution:

Managed services

Professional services

Wi-Fi as a Service Market, By Industry Vertical:

Banking, financial services, and insurance (BFSI)

Retail

Manufacturing

Transportation and logistics

Education

Healthcare and life sciences

Government and public sector

Other

## Wi-Fi as a Service Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Wi-Fi as a Service Market.

## Available Customizations:

Global Wi-Fi as a Service Market report with the given market data, 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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  - 14.10.4. Key Personnel/Key Contact Person
  - 14.10.5. Key Product/Services Offered

## **15. STRATEGIC RECOMMENDATIONS**

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