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Network Analytics Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solutions, Services); Deployment Type (On-premise, Cloud); End User (Telecom Provider, Cloud Providers, Managed Service Providers, Others), and Geography (North America, Europe, Asia Pacific, and South & Central America)

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Abstracts

The network analytics market size is estimated to grow from US$ 3.10 billion in 2022 to US$ 12.89 billion by 2030; it is projected to grow at a CAGR of 19.5% from 2022 to 2030. Factors such as technological advancements and complexity, increases in data volume, and changes in traffic patterns are fueling the market growth. Additionally, the increasing awareness of data protection is expected to bring new network analytics market trends in the coming years. In addition, increasing awareness of data protection is expected to bring new network analytics market trends in the coming years.

In terms of revenue, the Middle East & Africa held a significant growth in network analytics market share in 2022. The Middle East & Africa region is experiencing a significant surge in the demand for network analytics solutions, driven by several key factors that are reshaping the landscape of the telecommunications and IT industry. The Middle East & Africa region is witnessing a rapid digital transformation across various industries, including telecommunications, banking, healthcare, and government sectors. This digital shift has led to an exponential increase in network traffic, creating a pressing need for advanced network analytics solutions to monitor, manage, and optimize network performance.

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As organizations in the Middle East & Africa continue to expand their digital footprints, the complexity of their networks is growing. The proliferation of connected devices, cloud services, and distributed workforces has made network infrastructure more intricate and challenging to manage. Network analytics tools are essential for gaining deep insights into network behavior, identifying potential issues, and ensuring optimal performance across the entire infrastructure.

With the rise in cyber threats and stringent regulatory requirements, organizations in the Middle East & Africa are prioritizing network security and compliance. Advanced network analytics solutions play a pivotal role in proactively detecting and mitigating security threats, as well as ensuring adherence to regulatory standards such as GDPR, NESA, and others.

The adoption of predictive maintenance practices is gaining traction in the Middle East & Africa, especially in industries such as oil & gas, utilities, and manufacturing. Network analytics enables organizations to leverage predictive insights to anticipate network failures, prevent downtime, and optimize maintenance schedules, thus enhancing operational efficiency and reducing costs. The Middle East & Africa region is witnessing a growing appetite for cloud-based network analytics solutions, driven by the need for scalability, flexibility, and cost-effectiveness. Cloud-based network analytics platforms offer the agility and resources required to analyze vast amounts of network data, empowering organizations to make data-driven decisions and respond to dynamic network challenges in real time.

IBM Corporation; Hewlett Packard Enterprise Development LP; Fortinet, Inc.; Huawei Technologies Co., Ltd.; Cisco Systems, Inc.; Broadcom, Inc.; Extreme Networks, Inc.; Juniper Networks, Inc.; Sandvine Corporation; Ciena Corporation; Allot Ltd.; and Nivid Technologies are among the prominent players profiled in the network analytics market report. The network analytics market report emphasizes the key factors driving the market and prominent players' developments.

The overall network analytics market analysis has been derived using both primary and secondary sources. To begin the network analytics market research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the network analytics market. The process also serves the purpose of obtaining an overview and market forecast for the network analytics market growth with respect to all market segments. Also, multiple primary interviews have been conducted with industry participants and commentators to

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validate the data and gain more analytical insights about the topic. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the network analytics market forecast.

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