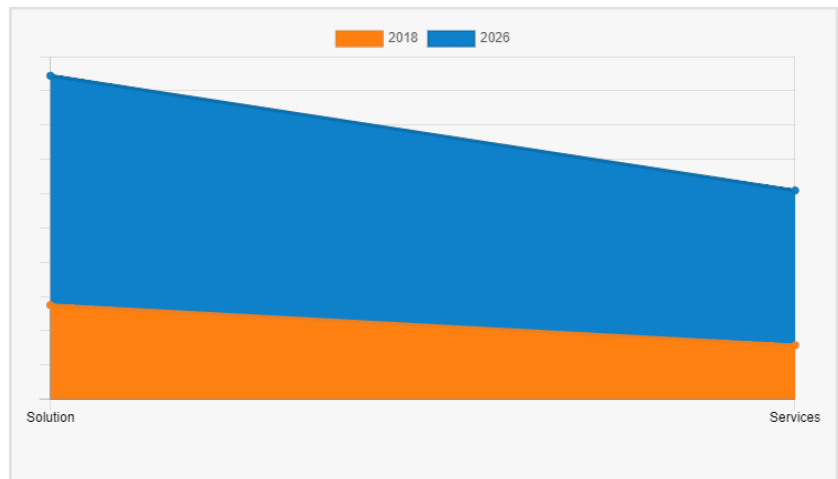


Network Traffic Analytics Market Size, Share, Trends, Growth, Segmentation and Forecast

WILMINGTON, DE, UNITED STATES,
November 23, 2023 /

EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Network Traffic Analytics Market](#) by Component, Deployment Type, Organization Size, and End User: Global Opportunity Analysis and Industry Forecast, 2018–2026,"



The global network traffic analytics market size was valued at \$865 million in 2018, and is projected to reach \$3,106 million by 2026, registering a CAGR of 17.4% from 2019 to 2026.

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Growth of the global media and entertainment storage market is driven by factors such as growth in popularity of 4K UHD content; rise in shift from traditional to digital advertising channels; and growth in demand for creation and distribution & conversion of video content. In addition, rapid advances in areas including workflow collaboration, artistic creativity, and new distribution models across the media and entertainment industry fuels the market growth.

Asia-Pacific is projected to generate the highest growth rate during the forecast period, owing to ever-growing penetration of smartphones and internet users in this region. In addition, an increase in overall disposable income of people in Asian countries, such as China, Japan, and India, is also fostering people to use advanced technologies, such as connected devices, Internet of Things (IoT), and cloud computing.

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Competitive Analysis:

The competitive environment of [Network Traffic Analytics Industry](#) is further examined in the report. It includes details about the key players in the market's strengths, product portfolio,

Network Traffic Analytics Market share and size analysis, operational results, and market positioning. It comprises the actions taken by the players to grow and expand their presence through agreements and entering new business sectors. Mergers and acquisitions, joint ventures, and product launches are some of the other techniques used by players.

Key Players:

Accenture

Juniper Networks Inc.

Symantec, Juniper Networks

IBM Corporation

Huawei Technologies Co. Ltd.

Cisco Systems Inc.

Allot Communication

Ascom Holdings

Nokia Networks and Many More

By region, North America dominated the global market in 2018 and is expected to remain dominant during the network traffic analytics market forecast period due to presence of major market players such as Microsoft, IBM, Cisco, in the region. In addition, increase in adoption of the network traffic analytics solutions among the users is also contributing to the growth in this region.

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Based on deployment type, the on-premise segment dominated the global network traffic analytics market in 2018 and is expected to generate highest revenue during the forecast period. The large enterprises are more likely to deploy network traffic analytics platform on-premise due to their major preference toward data privacy. However, the cloud segment is expected to witness highest growth rate in the upcoming years. The growth of this segment is mainly attributed to flexibility associated with the cloud deployment, which is increasing its demand for cloud solutions among numerous organizations as it allows them to switch or keep their business data on cloud as well as on-premise.

In terms of end user, the enterprise segment is expected to witness high adoption of network traffic analytics solutions and services. Among these end users, enterprises segment is expected to have the largest market size during the forecast period due to increase in adoption of these solutions as it help enterprises in collecting and evaluating the data, which in turn empowers enterprises in identifying performance issues and security threats. However, the data centers are getting flooded with the data due to which, identifying network threats & issues, usage spikes, and providing high-quality services is becoming crucial for them, the data center segment is expected to witness highest growth rate in the upcoming years.

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