

# Enterprise WLAN Market is Predicted to Reach USD 75.0 billion at a CAGR of 7.64% by 2035

*The Enterprise WLAN Market is rapidly growing, driven by rising demand for high-speed connectivity, IoT expansion, and cloud adoption.*

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According to MRFR analysis, the Enterprise WLAN Market was valued at approximately USD 31.01 billion in 2023 and is projected to grow from USD 33.38 billion in 2024 to around USD 75.0 billion by 2035, registering a compound annual growth rate (CAGR) of 7.64% during the forecast period from 2025 to 2035.



The [enterprise WLAN \(Wireless Local Area Network\) market](#) has been witnessing significant



Enterprise WLAN Market is Segmented By Regional (North America, Europe, South America, Asia-Pacific, Middle East and Africa) - Forecast to 2035."

*Market Research Future*

growth in recent years, driven by the increasing demand for high-speed wireless connectivity in businesses, offices, healthcare, education, and other commercial sectors. Enterprise WLAN refers to a network of wireless access points (APs) that provide seamless internet connectivity to enterprise users, allowing them to connect multiple devices within a specific area. The rapid digital transformation of businesses, coupled with the adoption of cloud-based services, has significantly boosted the demand for enterprise WLAN solutions.

One of the key drivers fueling the growth of the enterprise WLAN market is the increasing use of mobile devices such as smartphones, tablets, and laptops in the workplace. Employees require seamless internet access for data sharing, remote collaboration, and cloud-based operations, thereby driving demand for robust WLAN solutions. Additionally, the growing trend of remote work and hybrid work models has accelerated the need for reliable, secure, and high-speed wireless connectivity. Enterprises are increasingly investing in WLAN infrastructure to enhance workplace productivity and connectivity across multiple locations.

The rise in the adoption of [Internet of Things \(IoT\)](#) devices in enterprises has further propelled the demand for WLAN infrastructure. Businesses are deploying IoT devices such as smart sensors, connected devices, and smart surveillance systems that require a stable and high-speed wireless network. Moreover, the growing demand for real-time data access, cloud computing, and video conferencing has increased the reliance on enterprise WLAN networks. Organizations are also emphasizing advanced security features and network management systems to protect sensitive business data, further driving market growth.

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#### Market Segmentation:

The enterprise WLAN market can be segmented based on component, deployment type, enterprise size, end-user industry, and region.

Based on components, the market is divided into hardware, software, and services. The hardware segment includes wireless access points (APs), wireless controllers, routers, and switches, which form the backbone of enterprise WLAN infrastructure. The software segment covers WLAN management software, network security solutions, and cloud-based network control platforms. Services include installation, maintenance, network monitoring, and managed WLAN services, which ensure the smooth operation and maintenance of enterprise WLAN networks.

By deployment type, the market can be segmented into on-premise and cloud-based WLAN solutions. On-premise deployment allows enterprises to have complete control over their network infrastructure and data security. However, the growing popularity of cloud computing has driven the adoption of cloud-managed WLAN solutions, offering centralized control, easy scalability, and reduced operational costs. Cloud-based WLAN deployment has gained significant traction, especially among small and medium-sized enterprises (SMEs), due to its low infrastructure requirements and improved network management capabilities.

The market is also segmented by enterprise size into small and medium-sized enterprises (SMEs) and large enterprises. Large enterprises, which have a vast workforce and multiple operational locations, require robust WLAN infrastructure to ensure seamless connectivity, data security, and remote collaboration. Small and medium-sized enterprises are also rapidly adopting enterprise WLAN solutions to enhance operational efficiency and employee productivity while minimizing infrastructure costs.

By end-user industry, the enterprise WLAN market serves various sectors, including IT and telecom, healthcare, education, retail, government, BFSI (Banking, Financial Services, and Insurance), and manufacturing. The IT and telecom sector holds a significant market share, driven by the increasing adoption of cloud services, remote working models, and connected

devices. The healthcare industry is also witnessing a surge in WLAN adoption for seamless communication, patient monitoring, and healthcare data management. Additionally, educational institutions are deploying enterprise WLAN solutions to support digital learning platforms, virtual classrooms, and remote education.

#### Market Key Players:

The enterprise WLAN market is highly competitive, with several leading players driving innovation, product development, and market expansion. Major companies operating in the enterprise WLAN market include:

- Aruba Networks
- Juniper Networks
- Netgear
- DLink
- MikroTik
- CommScope
- Vertical Communications
- Extreme Networks
- Arista Networks
- Aerohive Networks
- Ubiquiti Networks
- Hewlett Packard Enterprise
- TP-Link
- Ruckus Networks
- Cisco Systems

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#### Market Opportunities:

The enterprise WLAN market presents several lucrative opportunities for growth, driven by the increasing adoption of cloud-based networking solutions, IoT devices, and high-speed wireless connectivity. One of the major opportunities lies in the growing demand for Wi-Fi 6 and Wi-Fi 6E technology, which offer superior bandwidth, low latency, and improved network performance. Enterprises upgrading their existing WLAN infrastructure to support these advanced technologies present a significant growth opportunity for market players.

Another notable opportunity is the increasing adoption of cloud-managed WLAN solutions. Cloud-based WLAN offers centralized control, easy scalability, reduced infrastructure costs, and enhanced network management, making it highly attractive to SMEs and large enterprises. Service providers offering cloud-based WLAN platforms have the potential to capture a

significant market share in the coming years.

The rise in the deployment of IoT devices across enterprises has also created new opportunities in the market. IoT devices such as smart sensors, security cameras, industrial robots, and connected medical devices require reliable wireless connectivity for seamless operation. WLAN infrastructure providers can capitalize on this demand by offering high-speed and secure wireless networks specifically designed to support IoT connectivity.

Furthermore, the growing trend of remote and hybrid working models has increased the demand for secure and scalable enterprise WLAN solutions. As organizations continue to adopt flexible work models, the need for reliable wireless networks, virtual collaboration platforms, and remote access solutions will continue to grow, presenting significant market opportunities.

#### Regional Analysis:

The enterprise WLAN market is witnessing rapid growth across various regions, including North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. North America currently dominates the market, driven by widespread digital transformation, high adoption of cloud services, and advanced IT infrastructure. The United States and Canada are leading markets due to their large enterprise base, heavy investment in network infrastructure, and rising demand for remote working solutions.

Europe is also experiencing substantial market growth, fueled by increasing digitization, smart city projects, and the deployment of IoT devices in various industries. Countries like Germany, the United Kingdom, and France are actively investing in enterprise WLAN infrastructure to enhance business productivity, remote collaboration, and data security.

The Asia-Pacific region is expected to witness the highest growth during the forecast period, driven by the increasing demand for high-speed connectivity, cloud computing, and growing digital transformation across businesses. Countries like China, India, Japan, and Australia are witnessing rapid WLAN deployment, primarily fueled by expanding IT infrastructure, the rise in remote work, and government-led digitalization initiatives.

Latin America and the Middle East & Africa are also emerging markets for enterprise WLAN, with growing infrastructure development, increasing adoption of cloud services, and expanding industrial sectors driving market growth.

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#### Recent Developments:

The enterprise WLAN market has witnessed several recent developments aimed at improving

network performance, security, and user experience. In 2024, Cisco Systems launched its Wi-Fi 6E-enabled wireless access points, offering higher bandwidth and lower latency to support growing enterprise demands. Hewlett Packard Enterprise (HPE) Aruba Networks also introduced AI-powered network monitoring solutions to optimize WLAN performance and enhance data security.

Huawei Technologies recently announced the launch of its cloud-managed WLAN platform, allowing enterprises to centrally control their network infrastructure, reduce operational costs, and improve scalability. Additionally, Juniper Networks partnered with cloud service providers to offer advanced WLAN solutions, ensuring seamless connectivity and enhanced user experience.

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