Software-Defined Wide Area Network (SD-WAN) Market 2026 Enterprise Cloud Connectivity Expanding Rapidly

The Business Research Company's Software-Defined Wide Area Network (SD-WAN) Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, March 18, 2026 /EINPresswire.com/ -- "Software-Defined Wide Area Network (SD-WAN) Market to Surpass $26 billion in 2030. In comparison, the Telecom market, which is considered as its parent market, is expected to be approximately $3,914 billion by 2030, with Software-Defined Wide Area Network (SD-WAN) to represent around 1% of the parent market. Within the broader Information Technology industry, which is expected to be $13,788 billion by 2030, the Software-Defined Wide Area Network (SD-WAN) market is estimated to account for nearly 0.2% of the total market value.

Software-Defined Wide Area Network (SD-WAN) Global Market Report 2026_Drivers

Software-Defined Wide Area Network (SD-WAN) Market Report 2026_Regions

Which Will Be the Biggest Region in the Software-Defined Wide Area Network (SD-WAN) Market in 2030?
North America will be the largest region in the software-defined wide area network (SD-WAN) market in 2030, valued at $10,551 million. The market is expected to grow from $3,770 million in 2025 at a compound annual growth rate (CAGR) of 23%. The exponential growth can be attributed to the rising 5G services and rising proliferation of IoT and connected devices.

Which Will Be The Largest Country In The Global Software-Defined Wide Area Network (SD-WAN)

The USA will be the largest country in the software-defined wide area network (SD-WAN) market in 2030, valued at $9,475 million. The market is expected to grow from $3,461 million in 2025 at a compound annual growth rate (CAGR) of 22%. The exponential growth can be attributed to the expansion of remote and hybrid work models and product innovations.

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What will be Largest Segment in the Software-Defined Wide Area Network (SD-WAN) Market in 2030?
The software-defined wide area network (SD-WAN) market is segmented by component type into solutions and services. The solutions market will be the largest segment of the software-defined wide area network (SD-WAN) market segmented by component type, accounting for 62% or $16,092 million of the total in 2030. The solutions market will be supported by increasing need for centralized network management, growing adoption of cloud-based applications, rising demand for secure and reliable connectivity across distributed sites, advancements in automation and orchestration tools, cost optimization through reduced hardware dependency, enhanced network visibility and analytics and growing focus on improving application performance across hybrid networks.

The software-defined wide area network (SD-WAN) market is segmented by deployment mode into premise, cloud and hybrid. The premise market will be the largest segment of the software-defined wide area network (SD-WAN) market segmented by deployment mode, accounting for 51% or $13,350 million of the total in 2030. The premise market will be supported by increasing demand for on-site network control and security, critical applications requiring low latency, existing IT infrastructure investments, regulatory compliance needs for data residency, integration with legacy systems, ability to customize and optimize hardware configurations and enterprise preference for localized network management.

The software-defined wide area network (SD-WAN) market is segmented by organization size into large enterprises and small-medium enterprises. The large enterprises market will be the largest segment of the software-defined wide area network (SD-WAN) market segmented by organization size, accounting for 64% or $16,542 million of the total in 2030. The large enterprises market will be supported by multiple geographically distributed locations, high demand for secure and reliable network performance, extensive IT budgets to invest in advanced SD-WAN solutions, requirement for centralized network control and analytics, need to support complex applications and workloads, emphasis on compliance and regulatory standards and focus on operational efficiency and cost reduction.

The software-defined wide area network (SD-WAN) market is segmented by end-user industry into healthcare, banking and financial services, retail and consumer services, manufacturing,

transport and logistics, information technology (IT) and telecommunication (telecom) and other end-user industries. The information technology (IT) and telecommunication (telecom) market will be the largest segment of the software-defined wide area network (SD-WAN) market segmented by end-user industry, accounting for 32% or $8,317 million of the total in 2030. The information technology (IT) and telecommunication (telecom) market will be supported by increasing need for high-speed and low-latency connectivity, adoption of multi-cloud and hybrid networks, demand for centralized network management and orchestration, integration with advanced security protocols, support for growing digital workloads, continuous innovation in networking technologies and increasing deployment of managed SD-WAN services.

What is the expected CAGR for the Software-Defined Wide Area Network (SD-WAN) Market leading up to 2030?
The expected CAGR for the software-defined wide area network (SD-WAN) market leading up to 2030 is 29%.

What Will Be The Growth Driving Factors In The Global Software-Defined Wide Area Network (SD-WAN) Market In The Forecast Period?
The rapid growth of the global software-defined wide area network (SD-WAN) market leading up to 2030 will be driven by the following key factors that are expected to reshape enterprise networking, security, and operational practices worldwide.

5G And Broadband Proliferation - The 5G and broadband proliferation will become a key driver of growth in the software-defined wide area network (SD-WAN) market by 2030. As enterprises increasingly leverage 5G networks and enhance broadband infrastructure, WAN architecture is becoming more dynamic and multi-transport in nature. Unlike traditional WAN models that relied heavily on dedicated MPLS circuits, modern enterprise networks incorporate multiple connectivity types, including fiber broadband, fixed wireless access and 5G links, to ensure redundancy and performance optimization. SD-WAN plays a critical role in orchestrating and intelligently managing these heterogeneous connections by dynamically steering traffic based on application priority, latency and real-time network conditions. The integration of 5G into enterprise networking environments will enable faster branch deployments, temporary site connectivity, mobile workforce enablement and edge computing expansion. As a result, 5G and broadband proliferation is anticipated to contributing to a XXX% annual growth in the market.

Rising Frequency And Sophistication Of Cyberattacks - The rising frequency and sophistication of cyberattacks will emerge as a major factor driving the expansion of the software-defined wide area network (SD-WAN) market by 2030. Modern cyber threats increasingly target distributed networks, cloud workloads, remote endpoints and branch environments, exposing weaknesses in traditional perimeter-based security models. As enterprises face more advanced ransomware, phishing campaigns, supply chain attacks and network intrusions, there is a heightened demand for integrated security within WAN infrastructure. SD-WAN solutions are evolving to embed advanced encryption, traffic segmentation, intrusion prevention and real-time threat intelligence capabilities directly into network architecture. This convergence of networking and security

allows enterprises to enforce consistent security policies across all locations, regardless of physical boundaries. Consequently, the rising frequency and sophistication of cyberattacks is projected to contributing to a XXX% annual growth in the market.

Proliferation Of Internet Of Things (IoT) Devices - The proliferation of internet of things (IoT) devices will serve as a key growth catalyst for the software-defined wide area network (SD-WAN) market by 2030. IoT deployments generate continuous streams of data across geographically dispersed networks, including manufacturing facilities, retail branches, transportation systems, healthcare institutions and smart infrastructure. Managing this vast volume of device-generated traffic requires WAN solutions capable of prioritizing critical data, segmenting network traffic and ensuring secure communication between endpoints and centralized or cloud-based systems. Traditional WAN infrastructures lack the flexibility and granular visibility necessary to efficiently manage large-scale IoT ecosystems. SD-WAN addresses these challenges by providing centralized orchestration, dynamic bandwidth allocation, application-aware routing and secure segmentation of IoT traffic from core enterprise systems. Therefore, proliferation of internet of things (IoT) devices is projected to supporting to a XXX% annual growth in the market.

Expansion Of Remote And Hybrid Work Models - The expansion of remote and hybrid work models will become a significant driver contributing to the software-defined wide area network (SD-WAN) market by 2030. This shift requires secure, reliable and high-performance connectivity that extends beyond traditional corporate network perimeters. SD-WAN enables centralized management of distributed endpoints while optimizing application performance for cloud-based collaboration tools, virtual desktops and SaaS platforms. By dynamically routing traffic through optimal paths and integrating security controls such as encryption and identity-based access policies, SD-WAN supports consistent user experiences regardless of location. Additionally, hybrid work models increase reliance on cloud-managed networking solutions that provide real-time visibility and simplified orchestration. Consequently, the expansion of remote and hybrid work models is projected to contributing to a XXX% annual growth in the market.

Access the detailed Software-Defined Wide Area Network (SD-WAN) Market report here:
https://www.thebusinessresearchcompany.com/report/software-defined-wide-area-network-sd-wan-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

What Are The Key Growth Opportunities In The Software-Defined Wide Area Network (SD-WAN) Market in 2030?
The most significant growth opportunities are anticipated in the large enterprises software-defined wide area network (SD-WAN) market, the solutions software-defined wide area network (SD-WAN) market, the premise software-defined wide area network (SD-WAN) market, and the information technology (IT) and telecommunication (Telecom) software-defined wide area network (SD-WAN) market. Collectively, these segments are projected to contribute over $38 billion in market value by 2030, driven by accelerating multi-cloud adoption, rising demand for secure and application-aware connectivity, increasing integration of SD-WAN with Secure Access

Service Edge (SASE) frameworks, and the growing need for centralized network orchestration across distributed enterprise environments. This expansion reflects the rapid shift from traditional MPLS-based architectures toward agile, software-centric WAN infrastructures that enable real-time traffic optimization, enhanced cybersecurity posture, improved operational visibility, and cost-efficient scalability fueling transformative growth within the broader SD-WAN ecosystem.

The large enterprises software-defined wide area network (SD-WAN) market is projected to grow by $11,582 million, the solutions software-defined wide area network (SD-WAN) market by $11,504 million, the premise software-defined wide area network (SD-WAN) market by $9,347 million, and the information technology (IT) and telecommunication (Telecom) software-defined wide area network (SD-WAN) market by $5,969 million over the next five years from 2025 to 2030.

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