

Enterprise Network Equipment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The enterprise network equipment market is expected to register a CAGR of 7.85% during the forecast period. An enterprise network is an enterprise's communication backbone that helps connect computers and related devices across departments and workgroup networks, facilitating insight and data accessibility. It reduces communication protocols, promotes system and device interoperability, and improves internal and external enterprise data management.

Key Highlights

In an enterprise network, all systems should be able to communicate and provide and retrieve information. Therefore, physical systems and devices should be able to maintain and provide satisfactory performance, reliability, and security. Thus, components and technologies such as switches, routers, wireless networks, access points, network security and management, and WAN optimization assist in creating a secure, reliable, and scalable network at a lower cost.

The significance of network infrastructure is rising along with digitalization. Consequently, there is a rising need for network infrastructure. Additionally, businesses are expanding their networks to accommodate the expanding bandwidth requirements of wireless networks. The market for enterprise network infrastructure is being driven by factors such as the expanding use of mobile devices, the rising need for bandwidth, and the transition to wireless technologies. Additionally, businesses are increasing their investments in network upgrades to increase speed, which would offer a reliable, energy-saving, and cost-effective solution. Moreover, enterprises are increasingly favoring advanced technologies and features such as 100G Ethernet switches and the adoption of 802.11ac standards. For instance, the 802.11ac standard brings opportunities to deliver high-performance and end-device capacity over wireless networks. This enables the enterprise network to support the increasing range of wireless end devices such as smartphones, tablets, new generations of machine-to-machine (M2M) devices, and the Internet of Things (IoT). The market for corporate network devices is anticipated to grow in line with the trend of "bring your own device" (BYOD), which epitomizes the idea of any device used anywhere and is driving the demand for invasive wireless networks and mission-critical

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mobility applications.

According to the Consumer Technology Association, worldwide spending on smart city developments is anticipated to reach USD 34.35 billion by 2020. This significantly drives the market. Further, the rise of China's middle class, a distinctly urban phenomenon, lifted around 500 million people out of poverty in less than 30 years. It is a testament to cities' power to elevate living standards. China has approximately 500 smart city pilot projects, the highest in the world, covering big and small cities. This potentially demands the rise of network equipment in the coming period.?

The network infrastructure market will be affected by the economic turbulence that has followed in the wake of Covid-19. The impact may be uneven across various sectors, geographies, and vertical industries across the market as the effects of the pandemic continues to play out.

Telecom network vendors such as Huawei, Samsung, Ericsson, Nokia, and ZTE are facing supply chain issues in the wake of the COVID-19 pandemic. However, equipment installation services will remain in demand despite COVID-19-related challenges, such as rolling out personnel to sites to install new equipment amid the pandemic. Telecom operators still need to deploy small cells, predominantly in urban markets and public venues, that leverage high-band spectrum and additional macros in the field, primarily on existing sites.?

Enterprise Network Equipment Market Trends

Network Security is Growing Due to Data Security Concerns

The market's growth is attributed to the increasing cases of cyber thefts in banking and defense institutions. The growing complexity and diversity of cyber-attacks have driven the need among organizations to implement network security equipment to reduce the likelihood of large-scale data thefts.

Many organizations are reaching for more robust cybersecurity strategies apart from implementing traditional firewalls and controlling user access. This creates an excellent opportunity for developers to bring new defense approaches to the table. Incorporating AI to develop intuitive, efficient systems will allow businesses to use smart machine capabilities to detect threats early and use proactive strategies in defending their information.

Due to the rapidly increasing growth of digital organizations, IT professionals consider the lack of visibility as one of the biggest challenges being faced in addressing network threats. Most organizations recognize how critical it is to constantly monitor their network across all users, applications, and devices. Organizations are implementing networking and security teams to work more closely and leverage network infrastructure to extend visibility everywhere and avoid data breaches or cybersecurity threats. Additionally, the growing popularity of IoT and BYOD trends has also resulted in the growth of cyber-crimes, forcing organizations to use network security solutions. The rise in connected devices in the region has made enterprise networks more complex. The evolving network landscape has generated the need among enterprises to reassess their network security infrastructure and adopt robust network solutions.

Moreover, according to Cisco, 46% of network devices will be M2M or IoT in the upcoming years, which are vulnerable to attacks. To fully realize the potential of these connected devices, industries need to be equipped with WANs that are flexible to meet the network demands anticipated over the future.

North America is Expected to Have Significant Market Share

North America is expected to hold a prominent share of the enterprise network equipment market. Moreover, the region has a strong foothold of network equipment vendors. Some of them include Cisco Systems, Inc., Dell EMC, Juniper Networks, Inc., Extreme Networks, Inc., and Arista Networks, Inc., among others, which contribute to the growth of the market.

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The vendors operating in the region are working on enterprise network equipment technologies to strengthen their product capabilities. An effective long-term work-from-home solution has to deliver a secure, enterprise-like experience that enhances efficiency, creativity, and productivity. Unlike solutions that use repurposed consumer network equipment, Aruba provides enterprise-class telework hardware coupled with plug-and-play installation, identity-based security, and cloud-native management for rapid, simple, and scalable deployment.

The emergence of trending technologies, such as cloud networking, SaaS-based application, network analytics, DevOps, and virtualization, has encouraged users and businesses in North America to undertake enterprise network equipment products. Also, the rising demand for cloud adoption, digital content, and new data sovereignty laws will further drive the North American region's network equipment market in the near future.

Also, the advances in automation technology cater to the IT sector's current business needs through smart networks and quick remediation, which continuously check the network and offer a resolution without involving any third-party application.

United States Department of Defense has invested a massive amount in modernizing its infrastructure in the past. Defense Systems Information Agency announced its plan to upgrade the Defense Information Systems Network (DISN) with 10 gigabits per second (Gbps) transport speeds to a 100 Gbps packet-optical transport system. Such investments are expected to boost the market.

Enterprise Network Equipment Market Competitor Analysis

The enterprise network equipment market is moderately competitive and consists of a few market players enjoying a significant market share. A few major players currently dominate the market in terms of market share. These market leaders with significant market shares are focusing on expanding their consumer base overseas. Network equipment should also meet the Restriction of Hazardous Substances (RoHS) directive from the European Union (EU), which makes limited numbers of suppliers meet such standards for enterprise use. These companies leverage strategic collaborative initiatives to increase their market share and profitability. The companies operating in the market are also acquiring start-ups working on enterprise network equipment technologies to strengthen their product capabilities

In March 2022, OneCloud CCaaS composable solutions from Avaya, a provider of solutions to improve and streamline communications and collaboration, and Alcatel-Lucent Enterprise (ALE), a global provider of communications, networking, and cloud solutions, announced a strategic partnership that expands the availability of ALE's digital networking solutions to Avaya customers globally.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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