

Network Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Network Analytics Market is expected to register a CAGR of 20.12% during the forecast period.

Key Highlights

- Global IP traffic is expected to increase exponentially in the coming years as network communications become an essential component of multiple business models for present-day communication companies. Hence, it is necessary to improve network reliability and eliminate disruptions, facilitating the overall growth of the market's growth opportunities throughout the forecast period.
- Also, as the Internet of Things (IoT) and Industry 4.0 become more popular, the number of connected things is expected to grow quickly, which will cause a lot of network data to be made. Also, the increasing adoption of network analytics by cloud service providers facing challenges in maintaining service level agreements (SLAs) and coping with top-class quality service and quality of experience (QoE) parameters is expected to boost the adoption rate of network analytics. Additionally, network analytics is expected to become more important and broadly deployed as network security has become more critical on a priority basis across any organization.
- Furthermore, the market is witnessing various strategic mergers, partnerships, acquisitions, etc. For instance, in December 2022, Nokia expanded its partnership with BT in a five-year deal to provide its AVA Analytics software for fixed networks, which would further help the British telecom operator strengthen its overall network monitoring through machine learning (ML) and artificial intelligence (AI). The new deal would enhance Nokia's dashboard solution, "Homeview," for BT, providing its call center agents a real-time, complete view of the operator's network, from subscribers to devices, to quickly correct the various access and in-home issues.
- However, factors like the involvement of high initial costs and low ROI, as well as the rise in the complexities involved in designing and upgrading platforms, might restrain the overall market's growth throughout the forecast period.

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- The COVID-19 pandemic caused a big social and economic problem, which caused thousands of businesses around the world to temporarily fail and close. Businesses were forced to make big changes to how they ran, such as laying off workers and offering a wider range of products and services. To deal with these changes quickly, companies used agile risk management, AI systems, and data analytics as part of their business intelligence strategies to help them make better decisions and improve business operations.

Network Analytics Market Trends

Communication Service Providers Segment is Expected to Witness a Significant Growth

- In terms of how quickly network analytics are being used, the telecom industry is ahead of the rest of the market. Growth in the mobile industry has been dramatic and may continue to rise. The telecom operators that want to be innovative and maximize their revenue potential must have the right solution at the right place and time to control the volume, variety, and velocity of data coming into their organization and leverage actionable insights from that data, especially for enhancing internal operations and consumer experiences, thereby creating the overall demand for network analytics market.
- When the 5G network comes out and more people start using smartphones, a huge wave of data traffic is likely to happen. The signs of 5G that demand more speed, greater efficiency, and less latency are extremely crucial and essential to support connected things in the future, facilitating the market's overall growth rate.
- Telecom companies use terabytes of data that are made and stored in silos and are spread out across the business ecosystem. But telecom companies need an advanced analytics-driven data solution to make processing only relevant data easier and faster. This could help them get accurate and timely insights.
- For telcos, next-generation data analytics are already providing measurable advantages. Primary operators are utilizing the geographic capabilities of contemporary analytics to locate the best sites for 5G small cells, decide which field technician approach will best meet capacity expansion at each cell site, and optimize network coverage across shifting maps. In the future, it is expected that these operators may utilize next-generation analytics to automate network deployments, provide end-to-end network visibility, and enable network self-corrections, augmenting the market's growth possibilities extensively.

Cisco Systems says that the amount of mobile data traffic in the world in 2018 was about 19.01 exabytes per month. By 2022, mobile data traffic was expected to reach approximately 77.5 exabytes per month globally at a compound annual growth rate of 46%, indicating a faster growth rate throughout the period. This rise in the overall growth rate of mobile data traffic will thus significantly create ample market opportunities during the forecast period.

North America is Expected to Lead the Market

- Because the leading players in North America started using network analytics early on, this region is expected to have the largest market share and grow at a moderate rate. North America, especially the United States, is noticing a rise in the number of cloud-based analytics start-ups focused on network analytics. This trend is expected to help maintain the region's dominance in the coming years.
- Because so many businesses and organizations in the United States use network analytics tools, the country has become the biggest market for this technology. Moreover, the rapid expansion of the network analytics market in the United States can be attributed to the rapid infrastructure development in the country as well as the high growth of the Internet of Things (IoT), artificial intelligence (AI), machine learning (ML), and cloud computing.
- The increased availability of technology and infrastructure, as well as increased cyber-malware attacks on the networks in the

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region and higher technology adoption rates, are expected to contribute to the growth of the market in the region. The region also has the world's leading telecom companies, like AT&T and Verizon, which employ network analytics extensively.

- North America is also the most technologically advanced place in the world because businesses there quickly adopt new technologies. The United States and Canada are also very important to the development of technology in this area. For example, a lot of US businesses are putting a lot of money into network analytics to learn from network traffic and improve customer service and network efficiency.

- In October 2022, Oracle released the Oracle Network Analytics Suite. The new cloud-native portfolio of analytics solutions adds various network function data with machine learning and artificial intelligence, mainly to assist the operators in making more informed, automated decisions around the overall stability and performance of their entire 5G network core. With the offering, the operators can thus quickly identify anomalies that can cause catastrophic network function failures, impacting customer service.

Network Analytics Industry Overview

The network analytics market is neither a highly competitive market nor does it have a limited number of players.

Pico, a leading provider of mission-critical technology, software, data, and analytic services for the financial markets industry, kept improving its market-leading Corvil Analytics platform after the 9.7 version became widely available in June 2022. The number of incidents handled by operations teams is rising due to the ongoing increase in client network estates as well as the volume of trading and market data. With innovative visualizations and straightforward workflows, Corvil Analytics 9.7 makes it easier to control network, trade, and market data performance.

In June 2022, in order to automate its network with more network visibility and service assurance, digital service provider Zain Kuwait invested in technology from Accedian and Cisco, as well as other performance analytics and end-user experience solution providers.

Additional Benefits:

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

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