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

Market Report | 2025-04-28 | 194 pages | Mordor Intelligence

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Report description:

The Network As A Service Market size is estimated at USD 33.91 billion in 2025, and is expected to reach USD 136.35 billion by 2030, at a CAGR of 32.09% during the forecast period (2025-2030).

Network-as-a-Service (NaaS) offers organizations and companies greater flexibility and even performance gains in their network infrastructure. With on-demand purchasing, firms can be more cost-conscious and pay only for the necessary networking services. Network-as-a-Service (NaaS) can also enable organizations that need greater flexibility in provisioning without having to rearchitect networks or redo contracts from the ground up.

Key Highlights
- The broad construction of new data center infrastructures worldwide drives the growth of the Network-as-a-Service (NaaS) market. Several main drivers drive this expansion, including the increasing use of cloud computing for data storage, the incorporation of big data analytics, and virtualization within that center to improve workload mobility. These advancements have resulted in better resource utilization, higher availability, lower total costs, and increased reliability and security for critical corporate applications.
- Furthermore, the increasing need for subscription-based and pay-per-use business models in network virtualization, cloud computing, and software-defined networking (SDN) is significantly impacting the market trajectory. The growing use of cloud services, which cater to the demands of large and small organizations, plays a significant role in shaping the industry landscape.
- NaaS gives businesses more flexibility and the opportunity for improved network performance. Organizations can emphasize cost-effectiveness by paying for the precise networking services requested via on-demand purchases. NaaS also enables businesses that need more provisioning flexibility without redoing their network or contract.
- Network-as-a-Service (NaaS) offers significant advantages; it is important to acknowledge certain obstacles and potential

reliability issues that could hinder its growth in the foreseeable future. Opting for a third-party network infrastructure provider to host critical corporate infrastructure requires faith in the supplier's long-term stability. Businesses may face the challenge of replacing essential infrastructure if the provider fails to remain competitive.
- Since the outbreak of the COVID-19 pandemic, the demand for cloud-based solutions has seen significant growth owing to remote working models being adopted by enterprises; however, various industries such as retail, manufacturing, and BFSI have seen a considerable revenue slump. With the growing remote working model, companies are increasing investments in cloud-based analytics and assurance, edge computing, and AI-powered networking technologies, which are expected to boost the NaaS market.
- According to a survey by Aruba of 2,400 IT decision-makers, in response to the pandemic, 38% of IT leaders plan to increase their investment in cloud-based networking and 35% in AI-based networking as they seek more agile, automated infrastructures for hybrid work environments. Network-as-a-Service's adoption is expected to accelerate by 38% within the next two years as businesses adapt to the post-pandemic environment.

Network as a Service Market Trends

Increased Adoption of Cloud Services among Enterprises to Drive the Market

- The growing use of technology and customer preference for remote data access drives the increased need for cloud-based solutions. Companies understand the cost and resource savings benefits of migrating to the cloud rather than maintaining on-premise infrastructure, leading to increased adoption among large corporations and SMEs. Cloud computing and virtualization are expected to lower software setup costs and hardware utilization during the next five years.
- According to Thales Group, more than 60% of corporate data was kept in the cloud last year, a massive increase from 30%. These trends create considerable potential prospects for manufacturers in this market, with the increasing adoption of cloud computing among organizations broadening the market's scope.
- For instance, according to Druva Inc., a company located in India, numerous companies focus on enterprise data mainly because of its substantial volume of unstructured data. According to the company, this data type is held in enterprise storage systems. Furthermore, according to the most recent Cisco Global Index, cloud data centers currently manage 94% of all computing workloads, while traditional data centers handle only 6%. This figure emphasizes the global potential for cloud-based contact center deployment in the future.
- Banking and other vital businesses are expected to embrace cloud-based service rollout rapidly. This is due to the IT industry's continued quest for simplified infrastructure and solution developers' ability to create hybrid cloud solutions by obtaining application and infrastructure components from different providers. This tendency is driving the Network-as-a-Service (NaaS) market forward.
- According to Pluralsight LLC, in 2023, 94% of organizations used cloud services for their technology initiatives. In a company survey of over 1,000 leaders and technologists across industries worldwide to find out how organizations leverage cloud computing, 70% of organizations report that more than half of their infrastructure exists in the cloud. Around 49% are actively moving more of their data to the cloud. Such data indicates a rapid adoption of new cloud services.

North America to Occupy Significant Market Share

- The United States has developed an economy that embraces advanced technology, propelling the expansion of network automation, cloud-based services, and the Network as-a-Service (NaaS) market. IT teams are set to adopt NaaS solutions from suppliers that offer hybrid solutions, including software, cloud intelligence, and the autonomy to manage on-premise hardware in

the next five years.
- As a pioneer in technology adoption, the United States is experiencing a rise in demand for enhanced network services, driven by significant growth in mobile devices. With the growth of virtualized settings such as cloud software-defined networks (SDN) and virtual network functions (VNF), various network service providers (NSPs) in the region have enabled on-demand infrastructure. However, planning and acquiring network connectivity for organizations may take time and effort, posting difficulties for businesses attempting to stay up with digital trends and function at software-driven speeds.
- The Canadian NaaS market is expanding due to new product releases, acquisitions, mergers, partnerships, and collaborations transforming the North American market. There has been a noteworthy increase in cyberattacks on IT service providers, resulting in data breaches. As a result, the Canadian Center for Cybersecurity has issued recommendations to organizations, allowing them to be more selective when picking network service providers.
- Market demand is increasing significantly as automation and linked device deployment expand. The NaaS model is especially beneficial for small firms since it allows them to delegate day-to-day equipment upkeep and focus on their key capabilities, such as customer service. Given the prevalence of small enterprises in Canada, using NaaS is projected to grow considerably in popularity soon.

Network as a Service Industry Overview

The Network-as-a-Service market is fragmented due to the presence of several small and large players. The key players holding a prominent market share focus on expanding their customer base across regional boundaries. These companies leverage strategic collaborative initiatives to increase their market profitability and share. Some major players in the market are AT&T Intellectual Property, Verizon, and Cisco System Inc.

- February 2024: Nokia partnered with Liberty Global, a converged video, broadband, and communications company, in which Liberty Global's Belgian subsidiary Telenet utilizes Nokia's Network-as-a-Code platform to enhance the services offered at the Port of Antwerp. Developers can use application programming interfaces (APIs) and software development kits (SDKs) accessed via Nokia's Network as Code Platform with a developer portal to obtain network functionality and data. This will enable them to build new applications for use cases.
- October 2023: Lumen Technologies announced the integration of its Network-as-a-Service (NaaS) platform with Equinix Fabric, which will enable customers to instantly buy, use, and manage Lumen Internet On-Demand and future Lumen NaaS services. The company collaborates with Equinix to offer businesses a quick and easy network buying experience, providing customers access to quick bandwidth boosts and personalized on-demand services.

Additional Benefits:

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

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