Software-Defined Wide Area Network - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Software-Defined Wide Area Network Market is expected to register a CAGR of 31.2% during the forecast period.

Key Highlights
- The increase in smartphone penetration rates has led to an increase in mobile data traffic. This has exposed the service providers to huge problems related to the streamlining of the processes.
- There is also an upsurge in the demand for internet broadband connections to replace more expensive solutions with simplified network solutions.
- The enterprises have now shifted their focus to the reduction of operational expenditure. Due to huge competition among the manufacturers, the only way to increase profits is to minimize operational expenditure.
- Certain concerns over the security of the SD-WAN network have come into the picture, which is restricting its growth and adoption rates.

Software-Defined Wide Area Network Market Trends

Enterprise Sector will Add to the SD-WAN Market Growth

As the world accelerates towards digitization, enterprises, either small or large, want to have secure and seamless connectivity to manage business operations. This directs them to opt for SD-WAN architecture. SD-WAN also helps in maintaining high-quality streams for content consumption within businesses.

- Edgecore Networks launched two new series in the SD-WAN portfolio. This will help in better networking for remote workers and will address application performance issues for remote users. Specifically designed for chain stores and small to medium-sized enterprises, it will provide robust, secure, and adaptive network services on demand. Edgecore Networks is a provider of open networking solutions which offers NOS and SDN software for enterprises, data centers, and telecommunication service providers.
- Aryaka, the leader in fully managed SD-WAN and SASE solutions, launched a service Point of Presence (PoP) in Paris, France. Aryaka's new facilities mean it can protect its businesses, regardless of any future uncertainty concerning the working environments.

North America is Expected to Hold the Major Market Share

SD-WAN solutions have gained popularity amongst enterprise and service providers in the North American region. Multiple successful pilot projects and full-fledged deployments performed by enterprises are creating a significant market buzz across the world. Driven by growing awareness and proven benefits of SD-WAN solutions, critical markets of North America are expecting a massive boost in growth.

The long-term trend for the SD-WAN market indicates that the North American market has contributed the highest business opportunities for SD-WAN vendors. The growing retail business in the United States has led to more organizational complexities, which can be simplified with SD-WAN solutions.

Most of the countries in the North American region are economically robust. This advantage keeps the region ahead of other geographies and leverages them to invest in the latest technologies like 5G, RAN, cyber security, and other IoT services.

Software-Defined Wide Area Network Industry Overview

The Software-defined Wide Area Network Market is highly competitive and consists of several major players. In terms of market share, few of the major players currently dominate the market. The service providers are engaging themselves in mergers and acquisitions in order to gain a competitive advantage and trigger expansion.

In February 2022, Cisco joined hands with Microsoft Teams and Office 365 to address inconsistent software-as-a-service (SaaS) performance. Cisco released an updated version of their SD-WAN software which supports the optimal routing of Microsoft SaaS apps, including Microsoft SharePoint, OneDrive, and Teams on their SD-WAN. Cisco SD-WAN customers can leverage Cisco's Cloud OnRamp to intelligently route Microsoft 365 traffic to provide the fastest, most secure, and most reliable end-user experience.

In March 2022, Verizon collaborated with VMware, which will help Verizon roll the software giant's VeloCloud SD-WAN platform into its managed services portfolio. The service includes a centralized SD-WAN orchestrator, a network of globally distributed SD-WAN gateways, and a bevy of edge appliances for branch connectivity.

In November 2022, TVI, the technology services distributor, signed a deal with Aryaka that will allow TBI agents to sell the secure network services provider's offering. It will also offer a unified, secure access service edge (SASE). With its advanced technology, Aryaka fully converges advanced networking and cybersecurity features onto the same cloud-based platform rather than running them in separate silos.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

- 3 months of analyst support

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