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

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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Report description:

Network Analytics Market Analysis

The network analytics market holds a present value of USD 4.10 billion in 2025 and is forecast to reach USD 11.09 billion by 2030, advancing at a 21.9% CAGR. Rapid data-traffic growth, 5G roll-outs, and the surge in connected devices have pushed network analytics from simple monitoring to a core element of digital infrastructure strategy. Enterprises view analytics as essential for predictive maintenance, capacity planning, and security, while service providers use it to monetize programmable networks. Artificial intelligence now underpins most leading platforms, with 60% of technology executives planning AI-enabled automation to streamline operations. Consolidation among vendors, illustrated by IBM's USD 6.4 billion acquisition of HashiCorp, signals demand for end-to-end stacks that blend analytics with broader IT management. Although high initial costs and specialized skill shortages still hinder adoption, cloud delivery models and managed services are easing entry barriers.

Global Network Analytics Market Trends and Insights

Need for Autonomous and Self-Managing Networks

Escalating network complexity and the cost of downtime-USD 9,000 per minute for cloud-centric firms-have intensified demand for self-healing infrastructure. AI-infused analytics platforms now predict and remediate faults, enabling a shift from reactive troubleshooting to proactive optimisation. Industries running mission-critical workloads increasingly depend on AIOps, with 72% of IT leaders planning platform-based architectures that merge analytics, automation, and observability. As a result, vendors are embedding real-time anomaly detection and policy-driven orchestration to cut mean-time-to-repair and protect service-level objectives.

Rise of IoT and Machine-to-Machine Communications

Network analytics platforms have added device-level visibility, protocol decoding, and behavioural baselining to manage heterogeneous traffic. In manufacturing, utilities, and smart-city roll-outs, real-time analytics supports predictive maintenance and energy optimisation, unlocking measurable cost savings and uptime improvements.

High Initial Costs and Uncertain Return on Investment

Comprehensive deployments require software licences, telemetry-ready hardware, systems integration, and staff training. Quantifying financial returns linked to reduced outages or improved customer experience remains challenging, particularly for small and mid-sized organisations. Subscription-based cloud delivery eases capital burdens, yet budget pressures in emerging economies still slow adoption.

Other drivers and restraints analyzed in the detailed report include:

Exponential Data Traffic and 5G Roll-Out Pressure / Closed-Loop AI Digital-Twin Optimisation / API-Based Network-as-Code Monetisation Needs Real-Time Analytics / Data-Privacy and Regulatory Constraints /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Cloud deployments are set to expand at a 24% CAGR, outpacing the overall network analytics market. The move is driven by elastic scalability, pay-as-you-go economics, and easier access for distributed teams. Despite that momentum, on-premise installations retained 56% revenue in 2024 due to heightened security and sovereignty needs. Hybrid architectures have gained favour as organisations bridge legacy investments with future agility, a trend reinforced by financial institutions, where 91% have already begun their cloud modernisation journeys.

Hybrid operating patterns illustrate a pragmatic view: workloads with stringent data-control requirements remain on-premise, while bursty analytic tasks shift to public clouds. This duality supports cost optimisation without sacrificing governance. Analysts note that 30% of enterprise workloads now sit in public clouds, with analytics and DevOps leading migrations. Vendors have responded by delivering containerised collectors, SaaS dashboards, and unified policy engines that span private and public domains. Continuous integration pipelines further embed analytics into daily operations, compressing development cycles.

Solutions dominated 2024 revenue with 63%, yet services are forecast to grow 23.1% annually as organisations seek specialised expertise. Consulting and integration engagements align analytics architectures with business objectives, while managed services offload daily tuning and rule-maintenance. The services wave mirrors broader IT outsourcing patterns; the managed service provider segment is projected to reach USD 350 billion in 2024 and top USD 1 trillion by 2033.

Service partners increasingly deliver AI-driven advisory offerings that contextualise performance insights into business outcomes. Enterprises adopting such models have reported 20-30% cost savings and up to 25% productivity gains. To meet demand, vendors package runbooks, pre-trained models, and remote SOC capabilities, shortening time to value and mitigating the AI skills gap. This evolution cements services as a cornerstone of the network analytics market, unlocking recurring revenue and deeper client relationships.

Network Analytics Market Report is Segmented by Deployment Model (On-Premise, Cloud, and Hybrid), Component (Solutions and Services), Application (Performance Management, Fault Management, and More), End-User (Communication Service Providers, Cloud Service Providers, and More), and Geography (North America, Europe, Asia-Pacific, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America retained 38% revenue share in 2024, supported by early adoption, sizeable IT budgets, and an advanced supplier ecosystem. United States financial-services and healthcare organisations deploy AI-infused analytics to satisfy stringent uptime and privacy mandates. Canadian carriers use analytics to optimise nationwide 5G roll-outs and manage rural-coverage obligations. Regulatory clarity and abundant talent expedite experimentation with predictive automation, keeping the region at the forefront of innovation.

Asia-Pacific is the fastest-growing region with a 23.3% CAGR to 2030. China and India fund large-scale 5G, smart-city, and industrial-IoT projects that demand granular visibility into multi-vendor environments. Japan and South Korea integrate AI with network monitoring to support autonomous-vehicle trials and factory automation, while Australia leverages analytics to protect critical infrastructure from cyber threats.

Europe advances amid stringent regulations and heightened security awareness. United Kingdom and Germany lead adoption in financial services and manufacturing, seeking GDPR-compliant insights across hybrid architectures. France and Italy augment telecom deployments to maintain customer satisfaction in competitive mobile markets. Energy and utilities operators in Northern and Eastern Europe deploy analytics to detect anomalies in smart-grid telemetry. Vendors thriving in the region emphasise data-sovereignty controls, granular user-access policies, and automated compliance reporting.

List of Companies Covered in this Report:

Accenture PLC / Cisco Systems Inc. / Hewlett Packard Enterprise Co. / IBM Corporation / Juniper Networks Inc. / SAS Institute Inc. / Sandvine Corporation / Alcatel-Lucent Enterprise SA / TIBCO Software Inc. / Broadcom Inc. (incl. VMware) / Nokia Corporation / Ericsson Inc. / Huawei Technologies Co. Ltd. / Dell Technologies Inc. / Oracle Corporation / NetScout Systems Inc. / Allot Ltd. / NEC Corporation / ZTE Corporation / Amdocs Ltd. / F5 Networks Inc. / Splunk Inc. / Keysight Technologies Inc. /

Additional Benefits:

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

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