

# Web Performance Market | Major Drivers and Opportunities in Grooming Regions: Edition 2022-2029

*The growing demand for mobile web performance solutions has also led to the growth of the global market.*

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-- The rise in the growth of the E-commerce industry and the proliferation of images, videos, and rich media on the web are the key factors that drive the growth of the [web performance market](#). In addition, the rise in the number of smartphone users across the globe also supplements the market growth.



However, a lack of awareness among industry verticals about the benefits of web performance and high investment costs hamper the growth of the market.

Furthermore, the rise in the adoption of the internet of things and artificial intelligence among various businesses, owing to COVID 19 is expected to provide lucrative opportunities for the web performance market.

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The e-commerce market has transformed business models across the globe and the industry is expected to grow at a tremendous rate, owing to rise in internet usage and mobile penetration.

There are a number of players dealing in the e-commerce market. To gain a competitive edge and increase their customer base, many organizations are adopting web performance solutions that are expected to boost the growth of the web performance market.

North America is expected to have the largest market share during the forecast period, owing to the early adoption of the latest technologies along with the presence of big players in web

performance solutions, while Asia-pacific is anticipated to witness the highest growth during the forecast period, owing to emerging economies such as India and China.

In addition, web performance solutions and tools are being adopted by businesses in these economies at a very fast pace to streamline their business processes, which, in turn, boosts market growth.

Major players include Akamai (U.S), CA Technologies (U.S), Cavisson (U.S), CDNetworks (Korea), Cloudflare (U.S), Dynatrace (U.S), F5 Networks (U.S), IBM (U.S), Micro Focus (U.K), Netmagic (India), Neustar (U.S), New Relic (U.S), ThousandEyes (U.S), and ZenQ (U.S) among others.

COVID-19 scenario Analysis:

- The global impact of the COVID-19 pandemic has significantly affected the web performance market.
- Though governments have imposed lockdowns to contain the spread of the virus, all businesses have moved to online for their operations, thus many organizations are adopting web performance solutions to increase their customer base which is propelling the growth of the web performance market.
- Moreover, to practice social distancing, people are purchasing online rather than going to brick and mortar stores, which also impacts the web performance market positively and is expected to boost the market growth.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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