informa techtarget

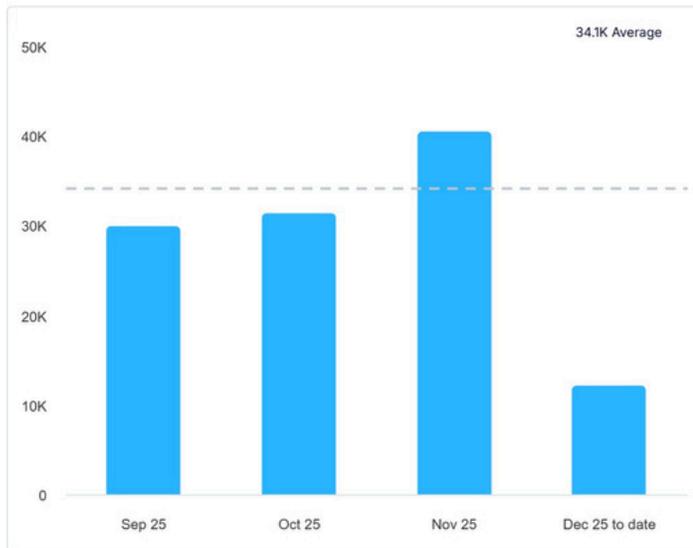**Market Summary Report**

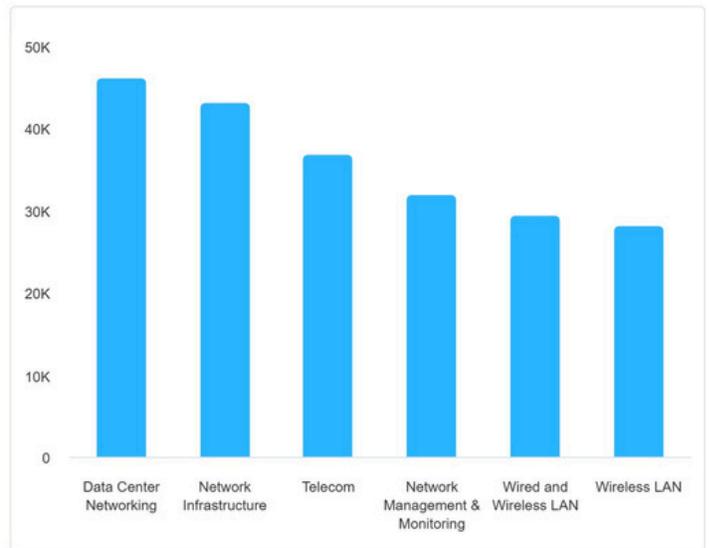# Networking

Executive Summary

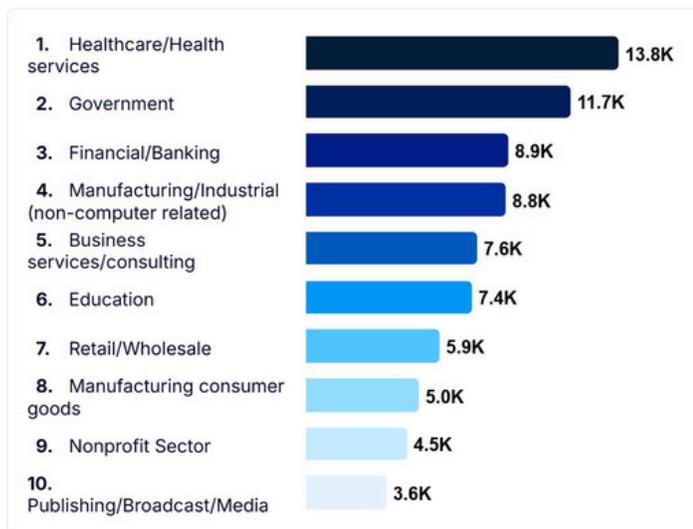### Key Metrics

TOTAL ACTIVE ACCOUNTS	BUYER ACTIVITIES	VENDORS INFLUENCING
23,364 ↑7%	**109,121** ↑27%	**220** ↑11%

Buyer Activity Over Last 90 Days

34.1K Average

Most Active Submarkets by Activity

Buyer Activity By Industry

1. Healthcare/Health services — 13.8K
2. Government — 11.7K
3. Financial/Banking — 8.9K
4. Manufacturing/Industrial (non-computer related) — 8.8K
5. Business services/consulting — 7.6K
6. Education — 7.4K
7. Retail/Wholesale — 5.9K
8. Manufacturing consumer goods — 5.0K
9. Nonprofit Sector — 4.5K
10. Publishing/Broadcast/Media — 3.6K

Topics Driving the Most Buyer Activity

1. 5G — 10.7K
2. Application performance mgmt — 8.1K
3. Network security — 7.8K
4. Infrastructure modernization — 7.0K
5. Artificial intelligence — 6.5K
6. Zero-trust model — 6.2K
7. Security risk management — 6.1K
8. Multicloud — 5.8K
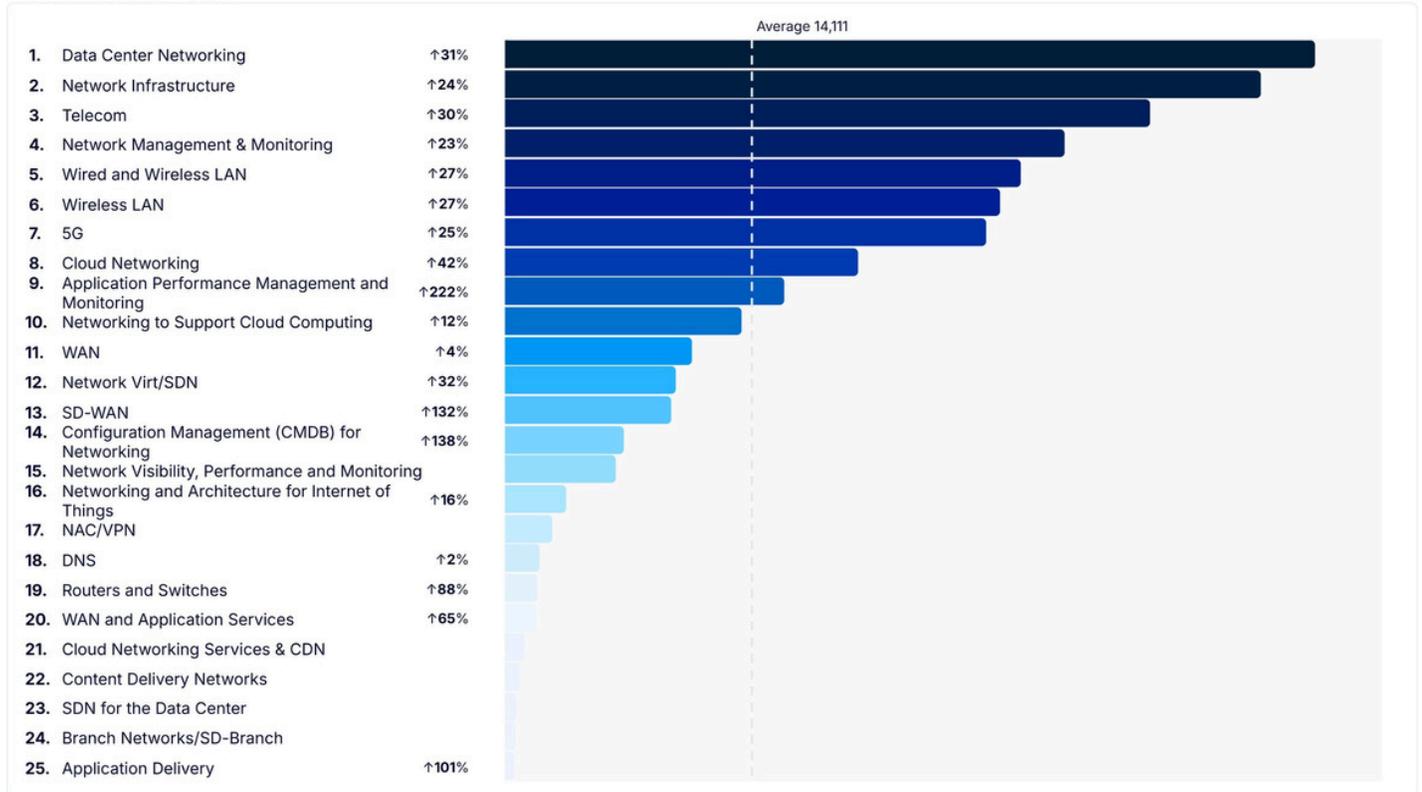9. AI/ML models — 5.6K
10. Application acceleration — 5.4K
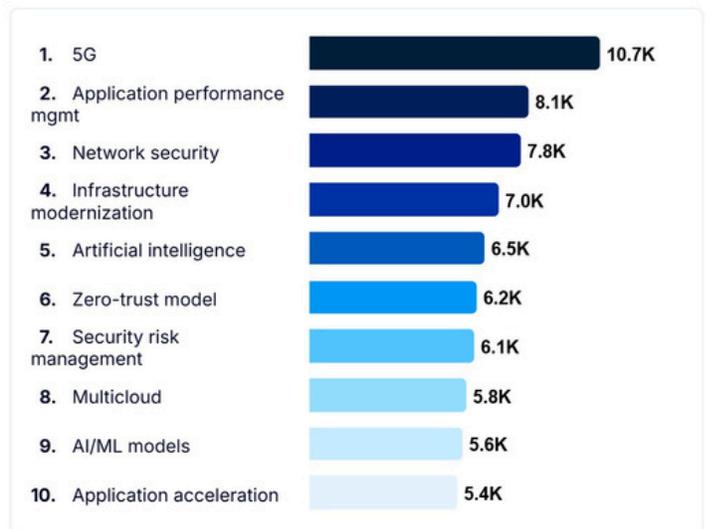
Source: Informa TechTarget Buyer Intent Data
Filtered By: Market = Networking; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = North America; Employees = All; N = 23,364 Accounts; Timeframe = 9/8/25 - 12/6/25;

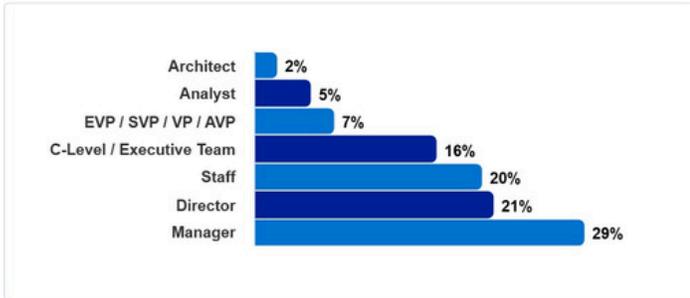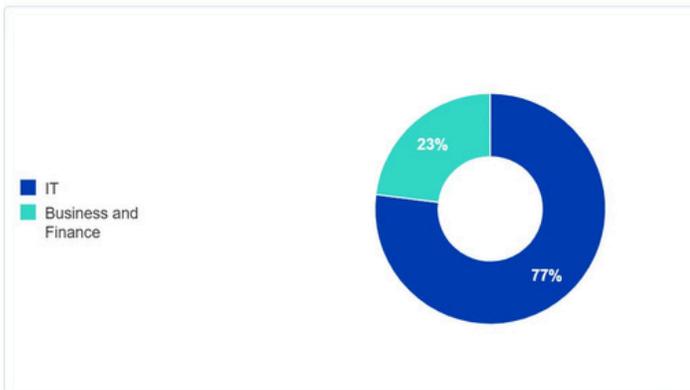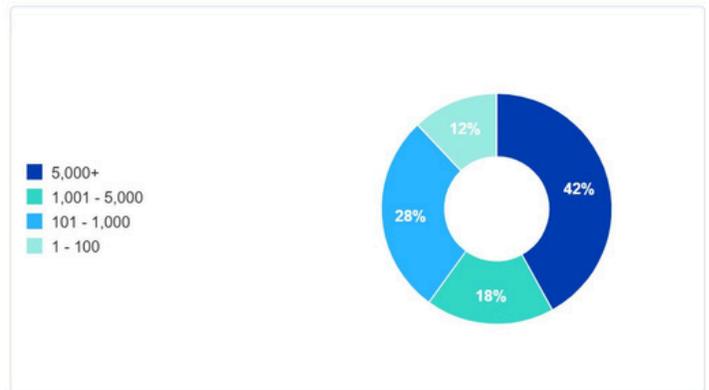## Submarket Activity

Total Market Activity = 109,121

Average 14,111

#	Submarket	Change
1.	Data Center Networking	↑31%
2.	Network Infrastructure	↑24%
3.	Telecom	↑30%
4.	Network Management & Monitoring	↑23%
5.	Wired and Wireless LAN	↑27%
6.	Wireless LAN	↑27%
7.	5G	↑25%
8.	Cloud Networking	↑42%
9.	Application Performance Management and Monitoring	↑222%
10.	Networking to Support Cloud Computing	↑12%
11.	WAN	↑4%
12.	Network Virt/SDN	↑32%
13.	SD-WAN	↑132%
14.	Configuration Management (CMDB) for Networking	↑138%
15.	Network Visibility, Performance and Monitoring	
16.	Networking and Architecture for Internet of Things	↑16%
17.	NAC/VPN	
18.	DNS	↑2%
19.	Routers and Switches	↑88%
20.	WAN and Application Services	↑65%
21.	Cloud Networking Services & CDN	
22.	Content Delivery Networks	
23.	SDN for the Data Center	
24.	Branch Networks/SD-Branch	
25.	Application Delivery	↑101%

Buyer Profile

Research Activity by Seniority

Seniority	%
Architect	2%
Analyst	5%
EVP / SVP / VP / AVP	7%
C-Level / Executive Team	16%
Staff	20%
Director	21%
Manager	29%

Research Activity by Region

109,121 activities in North America, which is 58% of all activities worldwide

Research Activity by Job Function Category

- IT — 77%
- Business and Finance — 23%

Research Activity by Number of Employees

- 5,000+ — 42%
- 1,001 - 5,000 — 18%
- 101 - 1,000 — 28%
- 1 - 100 — 12%

Most Active Job Functions

	Name	Percent Change
1.	IT Systems management	↑38%
2.	Security Systems	↑15%
3.	IT Infrastructure and Cloud Operations	↑27%
4.	Chief Information Officer	↑260%
5.	Application / Software Development	↑2%
6.	IT Project Management / PMO	↑143%
7.	Network Systems	↑7%
8.	Chief Technology Officer	↑208%
9.	Engineering: Data Center / IT	↑34%
10.	Engineering: Non-Data Center / IT	↑27%

Most Active Industries

	Name	Percent Change
1.	Healthcare/Health services	↑62%
2.	Government	↑16%
3.	Financial/Banking	↑27%
4.	Manufacturing/Industrial (non-computer related)	↑24%
5.	Business services/consulting	↑14%
6.	Education	↑5%
7.	Retail/Wholesale	↑35%
8.	Manufacturing consumer goods	↑19%
9.	Nonprofit Sector	↓4%
10.	Publishing/Broadcast/Media	↑4%

Topics

Most Researched Topics

1. 5G	21. Cloud security
2. Application performance mgmt	22. IT automation
3. Network security	23. Network automation
4. Infrastructure modernization	24. Wireless networks
5. Artificial intelligence	25. Configuration management
6. Zero-trust model	26. SD-WAN
7. Security risk management	27. 6G
8. Multicloud	28. Network latency
9. AI/ML models	29. Zero-trust access
10. Application acceleration	30. IT Infrastructure
11. Open source software	31. Network performance mgmt
12. Application virtualization	32. 7G
13. WiFi networks	33. Threat detection
14. Networking management	34. Private 5G
15. Edge computing	35. Endpoint security
16. IT cost management	36. Fixed wireless access (FWA)
17. Virtual machines	37. WLAN
18. Team work	38. IoT
19. Application migration	39. Endpoint detection & response (EDR)
20. Secure Access Service Edge (SASE)	40. Local area network

Trending Topics

1. Application acceleration	+5086%
2. Virtual machines	+1837%
3. Cloud based application deployment	+1582%
4. Infrastructure modernization	+912%
5. Container security	+682%
6. Container management software	+587%
7. Software deployment	+526%
8. AI/ML models	+488%
9. Network automation	+446%
10. AI-powered threat detection	+413%
11. Cloud automation	+407%
12. Data center network	+403%
13. Security Service Edge (SSE)	+397%
14. Microservices	+391%
15. Open source software	+378%
16. Multicloud	+342%
17. Telematics	+323%
18. Prompt injection attack	+294%
19. Network fabric	+285%
20. Authorization	+285%

Content

Key Metrics

TOTAL EDITORIAL ARTICLES READ	TOTAL VENDOR PDFs DOWNLOADED	TOTAL WEBINARS VIEWED
1,676 ↓15%	**639** ↑5%	**998** ↓5%

Top Expert Features, Tutorials, and Tips ⟡

1. 11 common wireless security risks you don't have to take
2. Agentic AI ushers in a new era of network management
3. How to build a virtual network lab in the AI era
4. AWS cloud outage reveals vendor concentration risk
5. Wireless security: WEP, WPA, WPA2 and WPA3 differences
6. 5G and AI: What enterprises need to know
7. How to use Nmap to scan ports: A complete tutorial
8. 15 common network protocols and their functions explained
9. 5G vs. 4G: Learn the key differences between them
10. What to know about 5G security threats in the enterprise

Top Vendor PDFs and White Papers ⟡

1. Network Automation Cookbook: Over 100 recipes to effectively configure and manage network infrastructure with Ansible , Second Edition ($38.99 Value) FREE for a Limited Time
2. Are Wireless Networks More Energy-Efficient Than Wired LANs?
3. The Status of the US 5G Fixed Wireless Access Market
4. How Wi-Fi 6, WWAN and 5G Make All-Wireless Offices Possible
5. Weighing the Advantages of Private 5G vs. Carrier 5G
6. 5 Predictions About 5G Adoption in 2024 and Beyond
7. How a Motorcoach Fleet Delivers Reliable Wi-Fi to Passengers: A Case Study
8. Cellular solutions for Wi-Fi in vehicles
9. How SD-WAN for Home Offices Supports Remote Work
10. Server Lifecycle Approach Lowers Risk, Raises App Performance

Top Webinars and Videos ⟡

1. [NA] From Zero to Hero: Building the Perfect Defense
2. Why social engineering became the dominant cyber threat and how to defend against it
3. Beyond the Buzzwords: A Quick Dive into Endpoint Detection & Response Forensics
4. I LOVE Network Testing Ep 8 - Beyond Wire Map Testing. Understanding Qual, Cert, & Bit Rate Testing for Copper Networks
5. See it. Secure it. Scale it: Go beyond application visibility with SailPoint
6. Using Zero Trust as a Cloud Security Strategy: Your Questions Answered
7. How Hackers Target AI: A Look Inside Today's LLM Exploits
8. I LOVE Network Testing Ep 7 - Tales from the Dark-Fi
9. Powering Enterprise AI with Private Networks
10. How to Use Security Integrations to Support Regulatory Compliance

Content Mix: Assets Consumed by Type

Bar chart:
- White Papers: 19%
- Webinars: 30%
- Editorial: 51%

Vendors Influencing

Key Metrics

TOTAL VENDORS INFLUENCING	UNIQUE VENDOR ASSETS CONSUMED	ACTIVITY ON VENDOR CONTENT
220 ↑11%	**1,491** ↓2%	**44,720** ↑61%

Trending Influencers ⓘ

This list highlights some vendors that are currently popular with buyers. For each vendor, learn what specific topics are being researched by potential customers (what they're interested in learning about) and which topics are capturing their attention.

Ericsson Enterprise Wireless Solutions

Trending Topic Areas

- ☑ WiFi networks
- ☑ Network security
- ☑ 5G
- ☑ Cloud management
- ☑ Network router hardware
- ☑ IEEE 802.11ax

Cloudflare

Trending Topic Areas

- ☑ Zero-trust model
- ☑ Perimeter security
- ☑ Network security
- ☑ Authentication
- ☑ Cloud security
- ☑ Data privacy

Cradlepoint

Trending Topic Areas

- ☑ WiFi networks
- ☑ Network router hardware
- ☑ 5G
- ☑ Cloud management
- ☑ Network security
- ☑ IEEE 802.11ax

Hewlett Packard

Trending Topic Areas

- ☑ Endpoint security
- ☑ Enterprise collaboration
- ☑ Hybrid workplace
- ☑ Business productivity
- ☑ OS upgrades & migration
- ☑ Software end-of-support

T-Mobile

Trending Topic Areas

- ☑ 5G
- ☑ Secure Access Service Edge (SASE)
- ☑ Network security
- ☑ Cloud operations (CloudOps)
- ☑ Network performance mgmt
- ☑ IoT

Verizon

Trending Topic Areas

- ☑ Private 5G
- ☑ Wireless networks
- ☑ Data center network
- ☑ Tablets
- ☑ Enterprise AI
- ☑ Smartphone

NetAlly

Trending Topic Areas

- ☑ WiFi networks
- ☑ Network security
- ☑ Network performance mgmt
- ☑ Zero-trust model
- ☑ Copper cable
- ☑ Networking management

Cisco

Trending Topic Areas

- ☑ Cloud security
- ☑ Artificial intelligence
- ☑ Security Service Edge (SSE)
- ☑ Hybrid workplace
- ☑ Network security
- ☑ Microsegmentation

Lumen

Trending Topic Areas

- ☑ NaaS (Network as a Service)
- ☑ Low latency networking
- ☑ Multicloud
- ☑ Artificial intelligence
- ☑ Application performance mgmt
- ☑ Customer satisfaction

Comcast

Trending Topic Areas

- ☑ SD-WAN
- ☑ Cloud infrastructure
- ☑ Network security
- ☑ Providing managed network services
- ☑ Secure Access Service Edge (SASE)
- ☑ NetOps

About Intent Data and Market Monitor

The data in this report is powered by Informa TechTarget's Market Monitor. Market Monitor is an online market intelligence application that provides access to purchase intent trends and buyer behavioral insights across 240+ technology submarkets. Informa TechTarget monitors buyer intent data from the millions of daily activities of in-market organizations who conduct B2B tech research using buy-cycle content on our gated sites, as well as vendor resources and content. Activities include editorial page views across the Informa TechTarget network, downloads of sponsored vendor white papers and PDF assets, video, and webinar views on Informa TechTarget's BrightTALK, and page views of vendor resources and content. Percent change shown throughout the data sets represents a comparison of the selected timeframe to the previous timeframe of the same length.

Not all intent data is created equal—much of what other intent sources provide comes from third-party cookies tied to content that is unrelated to B2B tech purchasing. Informa TechTarget removes data that doesn't provide the strongest, most relevant signals of purchase intent. Thousands of technology vendors rely on and trust the active intelligence and insights from Informa TechTarget.

How to Leverage Our Intent Data

Intent data can help you understand which types of accounts and personas are in market, which vendors they're engaging with, what content they're consuming, and which topics are trending. These analytics, in conjunction with Informa TechTarget's analyst-led research, can help you validate and optimize go-to-market strategies, improve positioning and targeting, better align internal teams, and manage change in real time.

How to Source

All citations must include the following attribution. For market, submarkets, and other filters, please use the sourcing provided at the bottom of each interior page of this report.

Informa TechTarget Buyer Intent Data, Market, Submarket(s), filter(s), timeframe

How to Customize This Report

This point-in-time report is based on aggregated purchase-intent data from a predetermined demographic of in-market buyers conducting research on the technology market(s) described within. You can dig deeper with the Market Monitor feature within the Informa TechTarget Portal by selecting your own custom filters—including Market, Submarket, Region, Employee Count, and Timeframe—in order to analyze specific segments of buyer behavior.