Latin America Content Delivery Network Market Research Report By Solution, Service Provider Type, End User, Vertical, Geography – Forecasts to 2021

Description:

"Latin America Content Delivery Network Market Research Report. By Solution, Service Provider Type (Traditional Commercial CDN, Commercial Peer-to-Peer CDN, Telco CDN, others), End User, Vertical, Geography (Brazil, Mexico, Argentina, Rest of Latin America) – Forecasts to 2021"

The Latin America content delivery network market is estimated to grow at a CAGR of 19.1% during the forecast period 2016 to 2021. The market has been broadly classified based on solution, service provider type, end user, vertical, and geography. In terms of vertical, the media, entertainment & gaming vertical is estimated to account for the largest share of 43.4% in the Latin America content delivery network market in 2016. This vertical is expected to grow at the highest CAGR of 20.4% during the forecast period.

There have been significant transformations in the functioning of businesses owing to the increased deployment of IT systems in varied organizations. Utilization of IT systems in an organization not only enhances flexibility of the business functionality, but also improves its productivity. This results in the increased usage of internet in various business activities, thereby encouraging widespread adoption of CDN by various companies. CDN is adopted by organizations to deliver their business content to varied end users, as well as to carry out their internal business operations. It is considered to be important for improving efficiency of businesses and ensuring their growth. Brazil is estimated to account for the largest share of 43.5% in the Latin America content delivery network market in 2016. It is expected to grow at the highest CAGR of 20.5% during the forecast period 2016 to 2021.

The Latin American region is a potential market for CDN in media, entertainment & gaming, and e-commerce, retail & consumer goods verticals. The Latin America content delivery network market is in its growth phase. However, the growth of this market in several countries in Latin America is mainly restrained due to the lack of advanced technologies in CDN, along with budget constraints.

Akamai Technologies (U.S.), Level 3 Communications, LLC (U.S.), Limelight Networks, Inc. (U.S.), Internap (U.S.), Highwinds Network Group, Inc. (U.S.), CDNetworks (Korea), and Amazon Web Services (U.S.) are the key players operational in the Latin America content delivery network market. These companies focus on delivering reliable content at high speed, providing improved quality of experience (QoE) and quality of service (QoS), and expanding their customer base.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis - industry analysis (industry trends and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the Latin America content delivery network market, high-growth countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on content delivery network offered by the top 10 players in the Latin America content delivery network market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the market.
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for content delivery network across the region.
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading market players.

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