J.P.Morgan

Hardware & Networking

Industry Model: Robust Outlook Across Markets Leveraged to AI Infrastructure Build; Detailed Discussion on Market Share Trends

IT Hardware/ Telecom & Networking Equipment

Samik Chatterjee, CFA AC
(1-212) 622-0798
samik.x.chatterjee@jpmorgan.com

Manmohanpreet Singh
(1-212) 622-4527
manmohanpreet.singh@jpmchase.com

Joseph Cardoso
(1-212) 622-9036
joseph.cardoso@jpmchase.com

Marc Vitenzon
(1-212) 622-3342
marc.vitenzon@jpmchase.com
J.P. Morgan Securities LLC

In this report, we are presenting a comprehensive industry model for the Hardware and Networking sector - spanning across product categories like Server, Storage, Switch, Wireless LAN, Data Center Interconnect, Router and Broadband Access, including market TAM as well as growth outlook from 2025 through 2030. The Industry Model continues to highlight expectations from third-party analysts for robust growth outlook for product markets linked to AI infrastructure investments, with leading growth outlooks through 2030 for: 1) Servers with CAGR of 30%, 2) Ethernet Data Center Switching CAGR of 29%, and 3) Data Center Interconnect CAGR of 20%. Growth outlooks across most other traditional end-markets continue to be in the low-to-mid single digit range.

We go through the key product market outlooks below, and detailed market share trends by vendors in each category are discussed later in the report.

- **Servers: Robust 30% growth outlook through 2030 supported by investments into AI compute infrastructure.** The global Server market is estimated to expand to $434 bn in 2026 from $287 bn in 2025, implying +51% y/y growth, while the long term CAGR from 2025 through 2030 is expected to track to ~30%. Market growth is primarily driven by investments into compute infrastructure to support AI, with **the AI server market** (*75% of total*) expected to track to 37% CAGR through the same period.
- **Data Center Ethernet Switch: Robust double-digit growth supported by demand for high-speed interconnects across AI compute.** The Data Center Ethernet Market is estimated to expand to ~$45 bn in 2026 from ~$32 bn in 2025, implying ~42% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to 29%. Near-term growth driven by the 800G *(76% CAGR through 2030*) and the 1.6T ramp in 2026-2028, followed by 3.2T becoming a bigger driver towards the end of the decade. Robust growth in data center networking is supported by AI/accelerator cluster buildouts requiring denser, faster interconnect fabrics.
- **Data Center Switch AI: Market growth outlook of 50%+ supported by Ethernet.** The AI Data Center Switch Market is estimated to expand to ~$22 bn in 2026 from ~$11 bn in 2025, implying ~92% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track at ~51%. With respect to technology segments, bulk of the growth is expected to be driven by Ethernet (*Backend CAGR of ~64% through 2030; and Frontend of ~50%*), while InfiniBand Switches are expected to expand at more modest rate at ~12% CAGR through 2030.
- **Data Center Interconnect: Accelerating growth through end of decade as market shifts from Systems to Pluggable Optics.** The Data Center Interconnect Market is estimated to expand to ~$11 bn in 2026 from ~$10 bn in 2025, implying ~16% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to ~20%. With respect to platform types, market outlook embeds a market share shift from Optical Systems (Line

See page 21 for analyst certification and important disclosures.

Samik Chatterjee, CFA [AC]
(1-212) 622-0798
samik.x.chatterjee@jpmorgan.com

Systems/Transponders) to standard Switch/Routers with Pluggable optics. Robust growth in the aggregate market is driven by expanding use cases across connecting AI data centers - which are disaggregated due to power constraints.

- **External Storage: Modest mid-single-digit outlook with cloud-driven growth as enterprises shift workloads to cloud.** The External Storage Market is estimated to expand to ~$82 bn in 2026 from ~$71 bn in 2025, implying ~16% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track at ~6%. As enterprises continue to shift workloads to cloud, Private Cloud / Hybrid Cloud is expected to track to a CAGR of ~14% from 2025 through 2030, while Tier 2/3 Cloud Providers and US Top 5 Cloud Providers are expected to grow at ~10% and ~5% CAGRs, respectively, while Enterprise is expected to track to -2% growth over the same period.
- **Campus Switch: Mid-single-digit outlook for the market, with Small & Medium businesses expected to track ahead of aggregate market.** The Campus Switch Market is estimated to expand to ~$21 bn in 2026 from ~$20 bn in 2025, implying ~5% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to~6%. With respect to end-market segments, Medium Business is expected to track to a CAGR of ~8% from 2025 through 2030, while Small Business and Large Business are expected to grow at ~7% and ~3% CAGRs, respectively, over the same period.
- **Wireless LAN: Low-to-mid-single-digit growth outlook driven by Consumer WLAN and Cloud Managed Services.** The Wireless LAN Market is estimated to expand to ~$21 bn in 2026 from ~$19 bn in 2025, implying ~7% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track at ~4%. With respect to segments, growth is led by Cloud-Managed Services and Consumer WLAN.
- **Router: Mature market with low-to-mid single digit growth outlook.** The Router Market is estimated to expand to ~$18.5 bn in 2026 from ~$17.8 bn in 2025, implying ~4% y/y growth, with the long-term CAGR from 2025 through 2030 is expected to track in a similar ~4% range. With respect to customer types, Telco Cloud is expected to track to a CAGR of ~11% from 2025 through 2030, while US Top 5 Cloud Providers are expected to drive solid growth at ~15% over the same period.
- **Broadband Access: Expect modest mid-single digit growth across the market.** The Broadband Access Market is estimated to expand to ~$18 bn in 2026 from ~$17 bn in 2025, implying ~6% y/y growth, with the long-term CAGR from 2025 through 2030 is expected to track in a similar ~6% range.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC

Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com

Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com

Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Table Of Contents

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC

Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com

Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com

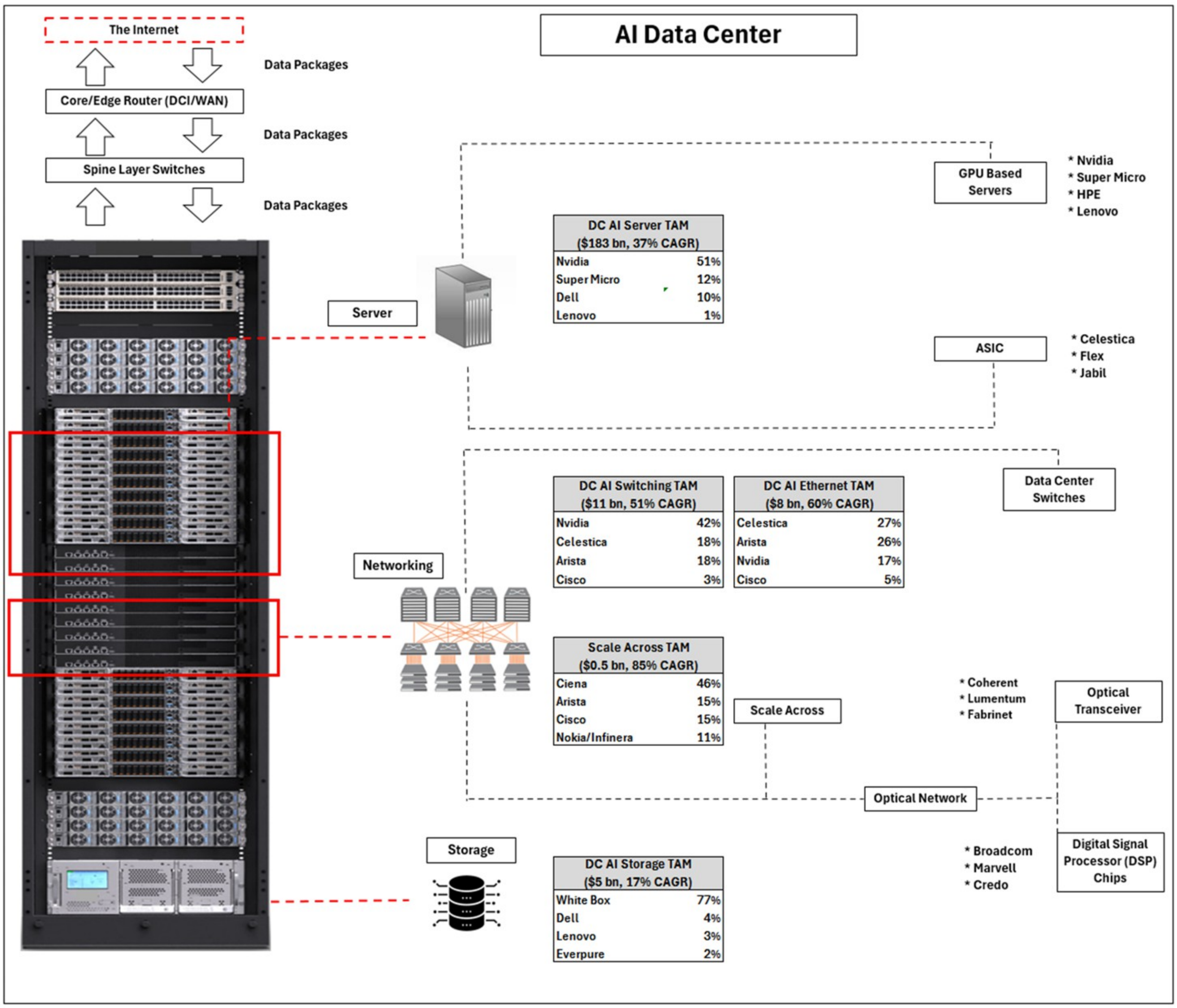
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Summary View of Hardware & Networking Product Groups

In the infographic below we try to present a summary view of the vendor landscape of the hardware and networking industry.

Figure 1 is a presentation of product markets relevant to AI Data centers, and Figure 2 is a presentation of product markets relevant to traditional data centers (non-AI), and Figure 3 is a depiction of non-data center networking markets. Figure 4 is a summary of the growth outlook for the different product markets.

Figure 1: AI Data Center Infographic



DC AI Server TAM ($183 bn, 37% CAGR)	
Nvidia	51%
Super Micro	12%
Dell	10%
Lenovo	1%

DC AI Switching TAM ($11 bn, 51% CAGR)	
Nvidia	42%
Celestica	18%
Arista	18%
Cisco	3%

DC AI Ethernet TAM ($8 bn, 60% CAGR)	
Celestica	27%
Arista	26%
Nvidia	17%
Cisco	5%

Scale Across TAM ($0.5 bn, 85% CAGR)	
Ciena	46%
Arista	15%
Cisco	15%
Nokia/Infinera	11%

DC AI Storage TAM ($5 bn, 17% CAGR)	
White Box	77%
Dell	4%
Lenovo	3%
Everpure	2%

Source: 650 Group and J.P. Morgan.

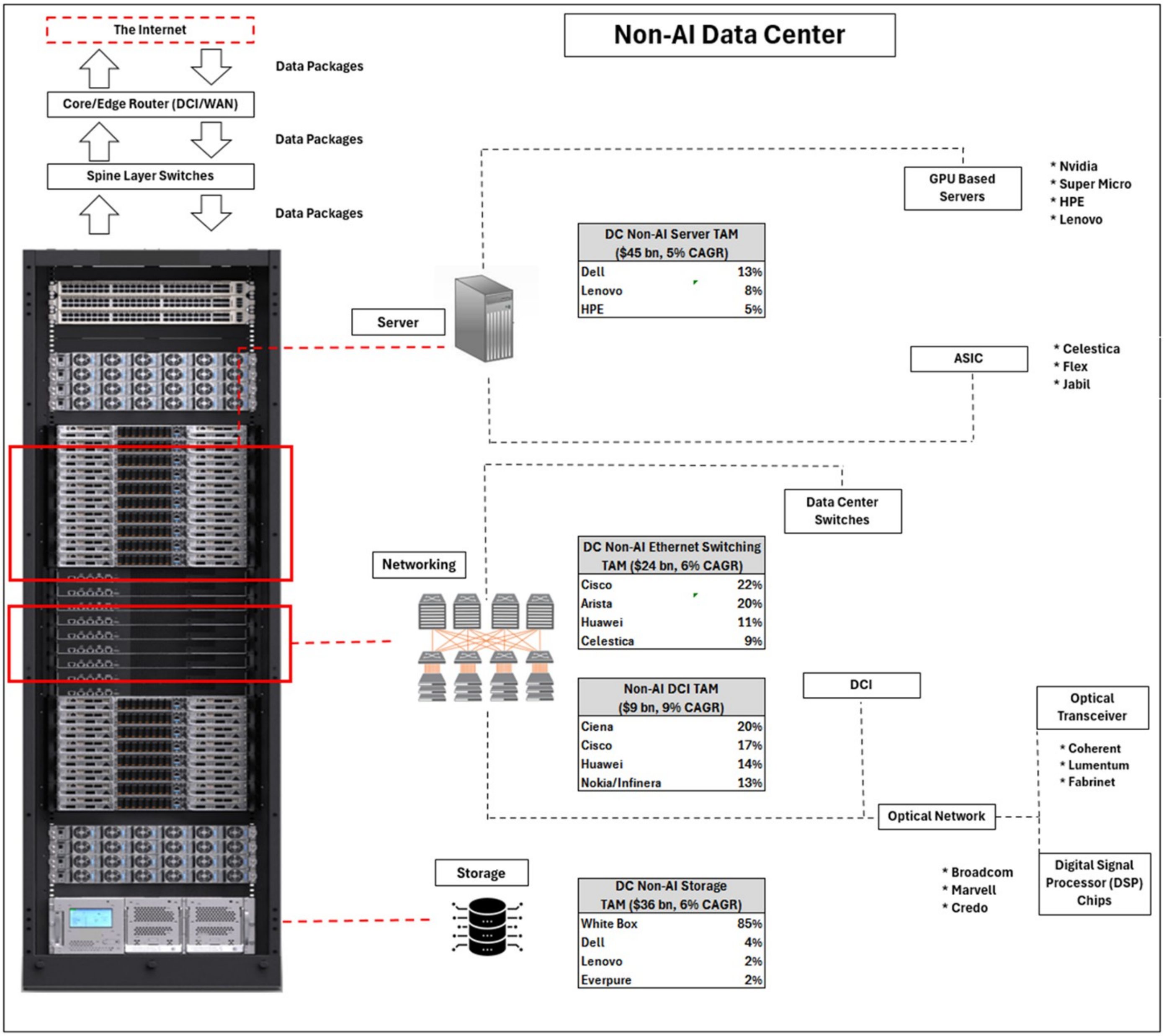
Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC

Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com

Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com

Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

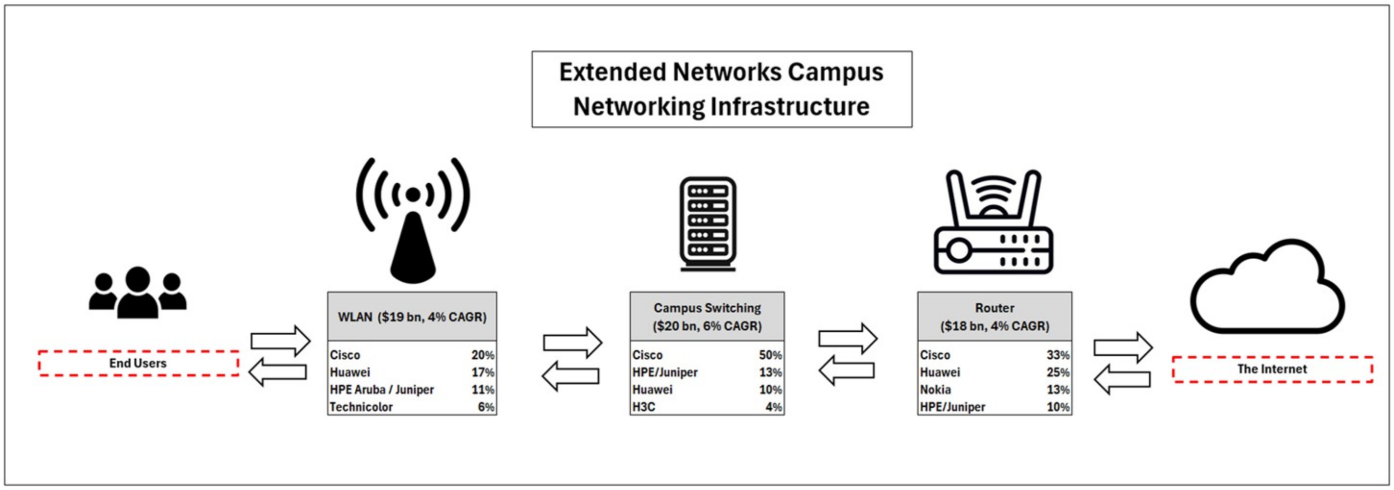
Figure 2: Traditional Data Center Infographic



Source: 650 Group and J.P. Morgan.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 3: Non-Data Center Infographic



Source: 650 Group and J.P. Morgan.

Figure 4: Market Size Across Different Product Categories

$ in Billions

Market Size in $ bn	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E	CAGR '25-'30
Server	$99	$111	$196	$287	$434	$596	$748	$903	$1066	30%
AI Server	$15	$37	$115	$198	$325	$482	$646	$799	$961	37%
Server Ex. AI	$84	$74	$81	$89	$108	$115	$102	$104	$105	3%
External Storage	$52	$52	$57	$71	$82	$88	$92	$94	$96	6%
Campus Switch	$18	$23	$19	$20	$21	$22	$23	$25	$27	6%
WLAN	$20	$20	$18	$19	$21	$22	$22	$23	$23	4%
DC Ethernet	$20	$22	$24	$32	$45	$59	$75	$93	$113	29%
AI DC Switch	$1	$3	$6	$11	$22	$36	$51	$68	$87	51%
Data Center Interconnect	$8	$8	$9	$10	$11	$13	$16	$20	$24	20%
Routers	$19	$19	$16	$18	$18	$19	$19	$20	$21	4%
Broadband Access	$18	$18	$17	$17	$18	$19	$20	$21	$22	6%

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Annual Trends and Forecasts

Server Market Outlook and Market Share Trends

Growth forecast continues to stay at robust double-digits

The Global Server market, including AI and non-AI, is estimated to expand to $434 bn in 2026 from $287 bn in 2025, implying +51% y/y growth, while the long term CAGR from 2025 through 2030 is expected to track to ~30%. With respect to customer verticals, Top 5 Cloud Providers are expected to track to a CAGR of 25% from 2025 through 2030, while Rest of Cloud and Chinese Top 3 Cloud Providers are expected to drive stronger growth, at ~45% and ~50% CAGR, respectively.

Figure 5: Server Market By Deployment - Yearly

$ in Millions, % Y/Y Change

Breakdown By Deployment	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	$32,032	$50,026	$110,010	$159,126	$235,281	$302,371	$366,182	$430,969	$492,039
Chinese Top 3 Cloud Providers	$3,403	$2,648	$3,163	$4,545	$6,818	$10,227	$15,341	$23,011	$34,517
Rest of Cloud	$12,590	$16,166	$36,015	$63,704	$119,031	$193,731	$267,920	$333,426	$405,734
Legacy Telco SP	$2,235	$1,872	$1,647	$1,514	$1,362				
Telco Cloud	$2,721	$2,664	$4,037	$5,024	$7,632	$10,343	$12,079	$16,505	$23,709
Hybrid/Private Cloud	$22,290	$21,090	$29,328	$39,807	$54,247	$79,714	$86,156	$98,671	$109,935
Enterprise and SMB	$23,235	$16,702	$12,100	$13,213	$9,249				
Total	**$98,506**	**$111,167**	**$196,300**	**$286,934**	**$433,621**	**$596,387**	**$747,679**	**$902,582**	**$1,065,933**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	20%	56%	120%	45%	48%	29%	21%	18%	14%
Chinese Top 3 Cloud Providers	-28%	-22%	19%	44%	50%	50%	50%	50%	50%
Rest of Cloud	3%	28%	123%	77%	87%	63%	38%	24%	22%
Legacy Telco SP	-6%	-16%	-12%	-8%	-10%				
Telco Cloud	24%	-2%	52%	24%	52%	36%	17%	37%	44%
Hybrid/Private Cloud	14%	-5%	39%	36%	36%	47%	8%	15%	11%
Enterprise and SMB	-10%	-28%	-28%	9%	-30%				
Total	**5%**	**13%**	**77%**	**46%**	**51%**	**38%**	**25%**	**21%**	**18%**

Source: 650 Group.

Nvidia is the market leader with reference designs via their rack scale solutions followed by Dell

In the year 2025, Nvidia tracked to the highest market share at ~33%, followed by Dell at ~13%, Super Micro at ~9%, and HPE at ~5%, with the top three vendors collectively accounting for ~55% of the market, indicating a moderately concentrated competitive landscape. Over the 2023 to 2025 period, the most notable shift was Nvidia gaining 15 % pts of share, primarily at the expense of HPE, which ceded ~8 % pts.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 6: Server Market Share - Yearly

%

Vendor Share - Total Market	2023	2024	2025
Nvidia Total	18%	34%	33%
Dell	13%	12%	13%
Super Micro	6%	9%	9%
HPE	13%	7%	5%
Lenovo	5%	4%	4%
IBM	4%	2%	2%
Oracle	2%	1%	1%
Cisco	2%	1%	1%
Others	36%	29%	32%
Total	**100%**	**100%**	**100%**

Source: 650 Group.

AI servers are driving robust growth for the market

The AI Server Market is estimated to expand to $325 bn in 2026 from $198 bn in 2025, implying ~64% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track at ~37%. With respect to customer types, Hyperscalers are expected to track to a CAGR of ~28% from 2025 through 2030, while Enterprise and Rest of Cloud are expected to drive faster growth at ~37% and ~56% CAGRs, respectively, over the same period.

Figure 7: AI Server Market By Customer Type - Yearly

$ in Millions, % Y/Y Change

AI Server Market ($ mn)	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Hyperscaler	$8,090	$28,314	$87,212	$138,277	$211,667	$279,040	$346,484	$411,631	$473,120
Rest of Cloud	$820	$4,472	$18,485	$44,323	$93,986	$169,545	$250,649	$321,587	$403,179
Enterprise	$5,751	$4,071	$9,127	$14,483	$18,169	$31,023	$44,430	$57,943	$70,001
SP	$118	$179	$467	$951	$1,384	$1,953	$3,979	$7,701	$14,201
Total	**$14,779**	**$37,036**	**$115,292**	**$198,035**	**$325,207**	**$481,561**	**$645,542**	**$798,863**	**$960,500**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Hyperscaler	62%	250%	208%	59%	53%	32%	24%	19%	15%
Rest of Cloud	23%	446%	313%	140%	112%	80%	48%	28%	25%
Enterprise	17%	-29%	124%	59%	25%	71%	43%	30%	21%
SP	110%	51%	162%	104%	45%	41%	104%	94%	84%
Total	**39%**	**151%**	**211%**	**72%**	**64%**	**48%**	**34%**	**24%**	**20%**

Source: 650 Group.

Highly competitive landscape of AI Servers is dominated by Nvidia

In the year 2025, Nvidia tracked to the largest AI server market share at ~48%, followed by Dell and Super Micro at ~11% each, and HPE at ~2%, with the top three vendors collectively accounting for ~70% of the market, indicating a highly concentrated competitive landscape. Over the 2023 to 2025 period, Nvidia was the largest player, followed by Dell - *which expanded its share after a slow start*, and Super Micro.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 8: AI Server Market Share - Yearly

%

Vendor Share - AI Servers	2023	2024	2025
Nvidia Total	55%	58%	48%
Dell	5%	8%	11%
Super Micro	13%	11%	11%
HPE	4%	4%	2%
Lenovo	1%	1%	1%
Cisco	0%	0%	0%
Others	22%	18%	26%
Total	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

External Storage Outlook and Market Share Trends

Long-term growth forecasts for the external storage market remains at mid-single digit

The External Storage Market is estimated to expand to ~$82 bn in 2026 from ~$71 bn in 2025, implying ~16% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to ~6%. With respect to customer/deployment types, Private Cloud / Hybrid Cloud is expected to track to a CAGR of ~14% from 2025 through 2030, while Tier 2 and 3 Cloud Providers and US Top 5 Cloud Providers are expected to grow at ~10% and ~5% CAGRs, respectively, and Enterprise is expected to track to -2% growth over the same period.

Figure 9: External Storage Market By Deployment - Yearly

$ in Millions, % Y/Y Change

Breakdown By Deployment	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	$14,078	$13,512	$14,647	$21,591	$25,909	$27,205	$27,477	$27,751	$28,029
Chinese Tier 1 Cloud Providers	$901	$804	$1,084	$1,765	$2,118	$2,394	$2,633	$2,817	$2,986
Tier 2 and 3 Cloud Providers	$9,112	$10,635	$13,055	$18,323	$23,271	$25,598	$27,645	$28,751	$29,326
Legacy Telco	$1,515	$1,389	$1,329	$1,225	$931	$782	$665	$565	$480
Telco Cloud	$2,690	$3,217	$3,934	$4,969	$5,466	$5,958	$6,441	$6,911	$7,364
Private Cloud / Hybrid Cloud	$4,980	$4,897	$5,484	$6,452	$7,355	$8,384	$9,558	$10,896	$12,422
Enterprise	$19,091	$17,602	$17,228	$16,826	$17,163	$17,510	$17,867	$16,437	$15,122
Total	**$52,368**	**$52,057**	**$56,760**	**$71,151**	**$82,213**	**$87,830**	**$92,286**	**$94,129**	**$95,730**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	3%	-4%	8%	47%	20%	5%	1%	1%	1%
Chinese Tier 1 Cloud Providers	-37%	-11%	35%	63%	20%	13%	10%	7%	6%
Tier 2 and 3 Cloud Providers	42%	17%	23%	40%	27%	10%	8%	4%	2%
Legacy Telco	12%	-8%	-4%	-8%	-24%	-16%	-15%	-15%	-15%
Telco Cloud	40%	20%	22%	26%	10%	9%	8%	7%	7%
Private Cloud / Hybrid Cloud	22%	-2%	12%	18%	14%	14%	14%	14%	14%
Enterprise	14%	-8%	-2%	-2%	2%	2%	2%	-8%	-8%
Total	**15%**	**-1%**	**9%**	**25%**	**16%**	**7%**	**5%**	**2%**	**2%**

Source: 650 Group.

Market leader Dell continues to cede share

In 2025, Dell tracked to the largest storage market share at ~11%, followed by Lenovo at ~7%, HPE and Huawei each at ~4%, and NetApp at ~4%, with the top three vendors collectively accounting for only ~22% and the top five accounting for ~30% of the market, indicating a highly fragmented competitive landscape where the "Others" category alone represented ~61% of the total. Over the 2022 to 2025 period, the most notable shift was Dell ceding ~7% pts of share, while Lenovo was the primary beneficiary, gaining ~3% pts.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 10: External Storage Market Share - Yearly

%

Vendor Share - Total	2022	2023	2024	2025
Dell	18%	17%	14%	11%
Lenovo	4%	5%	7%	7%
HPE	6%	6%	6%	4%
Huawei	4%	5%	5%	4%
NetApp	6%	5%	5%	4%
Hitachi	4%	4%	4%	3%
Everpure	3%	3%	3%	3%
IBM	4%	4%	4%	3%
Others	50%	51%	53%	61%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC

Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com

Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com

Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Campus Switch Growth Outlook and Market Share Trends

Campus switch market to grow at a modest mid-single digit pace

The Campus Switch Market is estimated to expand to ~$21 bn in 2026 from ~$20 bn in 2025, implying ~5% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to ~6%. With respect to end-market segments, Medium Business is expected to track to a CAGR of ~8% from 2025 through 2030, while Small Business and Large Business are expected to grow at ~7% and ~3% CAGRs, respectively, over the same period.

Figure 11: Campus Switch Market by Business - Yearly

$ in Millions, % Y/Y Change

Breakdown by Business	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Small Business	$2,266	$3,094	$2,786	$3,114	$3,301	$3,408	$3,678	$4,012	$4,299
Medium Business	$6,714	$8,676	$7,134	$7,855	$8,508	$8,870	$9,667	$10,651	$11,526
Large Business	$9,066	$11,529	$9,075	$9,489	$9,664	$9,669	$10,106	$10,668	$11,049
Total	**$18,046**	**$23,299**	**$18,996**	**$20,458**	**$21,473**	**$21,947**	**$23,450**	**$25,331**	**$26,874**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Small Business	19%	37%	-10%	12%	6%	3%	8%	9%	7%
Medium Business	21%	29%	-18%	10%	8%	4%	9%	10%	8%
Large Business	19%	27%	-21%	5%	2%	0%	5%	6%	4%
Total	**19%**	**29%**	**-18%**	**8%**	**5%**	**2%**	**7%**	**8%**	**6%**

Source: 650 Group.

Market leader Cisco continues to cede share, but pace has moderated

In 2025, Cisco tracked to the highest campus switch market share at ~50%, followed by HPE/Juniper at ~13%, Huawei at ~10%, and H3C at ~4%, with the top three vendors collectively accounting for ~73% of the market, indicating a concentrated competitive landscape dominated by Cisco despite a long tail of smaller players comprising ~22% of share. Over the 2022 to 2025 period, the most notable shift was Cisco ceding ~5% pts of share, while HPE/Juniper was a modest beneficiary, gaining ~1% pt (from ~12% to ~13%).

Figure 12: Campus Switch Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Cisco	55%	56%	51%	50%
HPE/Juniper	12%	15%	13%	13%
Huawei	10%	9%	11%	10%
H3C	6%	5%	6%	4%
Other Vendors	17%	16%	19%	22%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Wireless LAN Growth Outlook and Market Share Trends

Wireless LAN market to expand at low-to-mid single digit pace

The WLAN Market is estimated to expand to ~$21 bn in 2026 from ~$19 bn in 2025, implying ~7% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to ~4%. With respect to segments, Cloud-Managed Services and Consumer markets are expected to track to a CAGR of ~5% from 2025 through 2030, while Enterprise market is expected to track to 2% CAGR over the same period.

Figure 13: WLAN Market by Segment - Yearly

$ in Millions, % Y/Y Change

Breakdown by Segment	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Enterprise	$9,049	$9,679	$8,113	$9,024	$9,366	$9,514	$9,743	$9,881	$10,075
Cloud Managed Services	$1,067	$1,290	$1,476	$1,610	$1,833	$1,940	$1,977	$2,015	$2,054
Consumer	$9,739	$9,035	$8,293	$8,751	$9,640	$10,165	$10,636	$11,057	$11,235
Total	**$19,854**	**$20,004**	**$17,882**	**$19,385**	**$20,839**	**$21,618**	**$22,357**	**$22,953**	**$23,364**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Enterprise	29%	7%	-16%	11%	4%	2%	2%	1%	2%
Cloud Managed Services	33%	21%	14%	9%	14%	6%	2%	2%	2%
Consumer	11%	-7%	-8%	6%	10%	5%	5%	4%	2%
Total	**20%**	**1%**	**-11%**	**8%**	**7%**	**4%**	**3%**	**3%**	**2%**

Source: 650 Group.

Cisco leads WLAN market; albeit with less dominance than in Campus switching

In the year 2025, Cisco tracked to the highest WLAN market share at ~20%, followed by Huawei at ~17%, HPE Aruba/Juniper at ~11%, and Technicolor at ~6%, with the top three vendors collectively accounting for ~48% of the market and the top five accounting for ~56%, indicating a moderately fragmented competitive landscape. Over the 2022 to 2025 period, the most notable shift was Huawei gaining ~6 % pts of share, HPE Aruba gaining ~2 % pts (from ~9% to ~11%), while Cisco modestly contracted by ~1 % pt but still maintaining its leading position in a fragmented market.

Figure 14: WLAN Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Cisco	21%	23%	21%	20%
Huawei	11%	12%	16%	17%
HPE Aruba / Juniper	9%	10%	11%	11%
Technicolor	7%	5%	5%	6%
RUCKUS (fka Commscope)	9%	7%	2%	2%
Extreme	2%	2%	2%	2%
Other	42%	40%	43%	42%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Data Center Ethernet Growth Outlook and Market Share Trends

DC Ethernet Switch growth driven by high speed applications

The Data Center Ethernet market is estimated to expand to ~$45 bn in 2026 from ~$32 bn in 2025, implying ~42% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to 29%, with near-term growth driven by 800G and 1.6T ramp in 2026-2028, followed by 3.2T becoming a bigger driver towards the end of the decade. Importantly, 800G is expected to track to a CAGR of ~76% from 2025 through 2030, while 1.6T and 3.2T are expected to drive the most differentiated growth given their nascent ramp, with 1.6T scaling from ~$4 bn in 2026 to ~$41 bn in 2030 and 3.2T scaling from ~$1 bn in 2027 to ~$36 bn in 2030. Robust growth in the data center networking is supported by AI/accelerator cluster buildouts requiring denser, faster interconnect fabrics.

Figure 15: Data Center Ethernet Market by Speed - Yearly

$ in Millions, % Y/Y Change

Breakdown by Speed (Fixed + Modular)	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
≤ 50 Gbps	$6,188	$6,070	$5,253	$5,415	$4,824	$4,103	$3,440	$3,055	$2,719
100 Gbps	$8,581	$9,270	$8,591	$7,526	$7,771	$7,040	$6,609	$6,178	$5,287
200 Gbps	$755	$944	$1,163	$1,041	$637	$291	$186	$141	$115
400 Gbps	$2,728	$3,928	$6,646	$9,844	$9,828	$8,651	$7,444	$6,600	$5,634
800 Gbps	$12	$173	$886	$6,317	$16,266	$22,280	$20,457	$20,138	$20,317
1.6 Tbps					$3,716	$13,221	$27,622	$38,607	$40,654
3.2 Tbps						$1,248	$7,150	$15,715	$35,665
Total	**$18,264**	**$20,385**	**$22,540**	**$30,143**	**$43,042**	**$56,834**	**$72,910**	**$90,434**	**$110,390**
Software	$1,272	$1,284	$1,358	$1,373	$1,615	$1,814	$1,974	$2,100	$2,200
Total (incl. software)	**$19,537**	**$21,669**	**$23,899**	**$31,516**	**$44,657**	**$58,648**	**$74,883**	**$92,534**	**$112,590**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
≤ 50 Gbps	1%	-2%	-13%	3%	-11%	-15%	-16%	-11%	-11%
100 Gbps	21%	8%	-7%	-12%	3%	-9%	-6%	-7%	-14%
200 Gbps	374%	25%	23%	-11%	-39%	-54%	-36%	-24%	-19%
400 Gbps	82%	44%	69%	48%	0%	-12%	-14%	-11%	-15%
800 Gbps		1315%	412%	613%	157%	37%	-8%	-2%	1%
1.6 Tbps						256%	109%	40%	5%
3.2 Tbps							473%	120%	127%
Total	**22%**	**12%**	**11%**	**34%**	**43%**	**32%**	**28%**	**24%**	**22%**
Software	29%	1%	6%	1%	18%	12%	9%	6%	5%
Total (incl. software)	**23%**	**11%**	**10%**	**32%**	**42%**	**31%**	**28%**	**24%**	**22%**

Source: 650 Group.

Broad-based growth across different Cloud verticals

With respect to customer verticals, Hyperscalers are the key growth driver, with growth with US Top 5 Cloud Providers expected to track to ~35% CAGR from 2025 to 2030. Revenues from Rest of Cloud (*currently ~22% of market*) and Chinese Top 3 Cloud companies *(currently ~6% of market*) are also expected to expand materially with ~37% and ~26% CAGRs, respectively, over the same period.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 16: Data Center Ethernet Market by Customer - Yearly

$ in Millions, % Y/Y Change

Breakdown by Customer	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	$5,913	$6,840	$8,234	$11,654	$17,339	$23,910	$32,055	$41,591	$53,136
Chinese Top 3 Providers	$1,309	$1,341	$1,408	$1,991	$2,765	$3,559	$4,453	$5,392	$6,430
Rest of Cloud	$3,967	$4,229	$5,021	$6,998	$12,777	$18,190	$23,663	$28,507	$33,428
Legacy Telco SP	$770	$853	$777	$605					
Telco Cloud	$626	$606	$642	$920	$1,773	$2,096	$2,408	$2,679	$2,933
Hybrid/Private Cloud	$5,653	$6,861	$7,145	$8,791	$10,003	$10,894	$12,304	$14,366	$16,663
Enterprise and SMB	$1,298	$939	$672	$557					
Total	**$19,537**	**$21,669**	**$23,899**	**$31,516**	**$44,657**	**$58,648**	**$74,883**	**$92,534**	**$112,590**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	61%	16%	20%	42%	49%	38%	34%	30%	28%
Chinese Top 3 Providers	17%	2%	5%	41%	39%	29%	25%	21%	19%
Rest of Cloud	15%	7%	19%	39%	83%	42%	30%	20%	17%
Legacy Telco SP	21%	11%	-9%	-22%					
Telco Cloud	9%	-3%	6%	43%	93%	18%	15%	11%	10%
Hybrid/Private Cloud	25%	21%	4%	23%	14%	9%	13%	17%	16%
Enterprise and SMB	-32%	-28%	-28%	-17%					
Total	**23%**	**11%**	**10%**	**32%**	**42%**	**31%**	**28%**	**24%**	**22%**

Source: 650 Group.

Arista climbed to become the new market leader in 2024 and continues to hold position

In 2025, Arista tracked to the largest market share in the data center Ethernet market at ~22%, followed by Cisco at ~18%, Celestica at ~13%, and Huawei at ~9%, with the top three vendors collectively accounting for ~53% and the top five accounting for ~68% of the market, indicating a moderately concentrated competitive landscape. Over the 2022 to 2025 period, the most notable shift was Cisco ceding ~9 % pts of share, while Celestica was the largest beneficiary, gaining ~7 % pts, followed by Arista adding ~4 % pts, Nvidia gaining ~4 % pts.

Figure 17: Data Center Ethernet Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Arista	18%	21%	22%	22%
Cisco	27%	26%	20%	18%
Celestica	6%	6%	9%	13%
Huawei	8%	8%	8%	9%
Accton	5%	4%	5%	6%
Nvidia	2%	3%	5%	6%
Other Vendors	34%	32%	31%	26%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC

Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com

Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com

Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Data Center Switch AI Market Growth Outlook and Market Share Trends

DC Switch AI market growth is expected to be driven by Ethernet

The AI Data Center Switch Market is estimated to expand to ~$22 bn in 2026 from ~$11 bn in 2025, implying ~92% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track to ~51%. With respect to technology segments, Ethernet - Backend is expected to track to a CAGR of ~64% from 2025 through 2030, while Ethernet - Frontend is expected to grow at a ~50% CAGR, and InfiniBand Switches at a ~12% CAGR over the same period, implying bulk of the growth being driven by Ethernet.

Figure 18: Data Center Switch AI Market by Technology - Yearly

$ in Millions, % Y/Y Change

Breakdown by Technology	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Ethernet - Frontend	$278	$827	$1,457	$2,688	$3,841	$7,502	$11,771	$15,557	$20,208
Ethernet - Backend	$178	$577	$1,798	$5,101	$13,942	$23,678	$34,467	$46,862	$61,091
InfiniBand Switches	$424	$1,595	$2,308	$3,450	$3,768	$4,668	$5,037	$5,494	$5,999
Total	**$880**	**$2,999**	**$5,563**	**$11,239**	**$21,552**	**$35,849**	**$51,275**	**$67,914**	**$87,298**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Ethernet - Frontend	46%	198%	76%	85%	43%	95%	57%	32%	30%
Ethernet - Backend	64%	225%	211%	184%	173%	70%	46%	36%	30%
InfiniBand Switches	89%	276%	45%	49%	9%	24%	8%	9%	9%
Total	**68%**	**241%**	**85%**	**102%**	**92%**	**66%**	**43%**	**32%**	**29%**

Source: 650 Group.

Nvidia's Infiniband driven leadership continues to moderate with adoption of Ethernet

In the year 2025, Nvidia tracked to the largest market share in the data center AI switch market at ~42%, followed by Arista and Celestica tied at ~18% each, and Cisco at ~3%, with the top three vendors collectively accounting for ~78% of the market, indicating a highly concentrated competitive landscape. Over the 2022 to 2025 period, the most notable shift was Celestica gaining ~16 % pts of share, while Nvidia ceded ~14 % pts despite retaining the leading position; market share shift away from Nvidia is driven by increasing adoption of Ethernet.

Figure 19: Data Center Switch AI Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
NVidia	56%	59%	52%	42%
Nvidia - Ethernet	*8%*	*6%*	*11%*	*12%*
Nvidia - Infiniband	*48%*	*53%*	*41%*	*31%*
Arista	17%	12%	15%	18%
Celestica	2%	8%	13%	18%
Cisco	6%	3%	2%	3%
Super Micro	0%	1%	1%	1%
Other	19%	16%	16%	17%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Data Center Interconnect Growth Outlook and Market Share Trends

Robust DCI growth to be driven by Pluggable optics while Systems to track to only modest growth

The Data Center Interconnect Market is estimated to expand to ~$11 bn in 2026 from ~$10 bn in 2025, implying ~16% y/y growth, while the long-term CAGR from 2025 through 2030 is expected to track at ~20%. With respect to platform types, market outlook embeds a share shift from Optical Systems (Line Systems/Transponders) to standard Switch/Routers with Pluggable optics. Switching/Routing Systems are expected to track to a CAGR of ~51% /16% from 2025 through 2030, and ZR/ZR+/Coherent Lite Optics are expected to drive strong growth of ~36%, while Optical Systems are expected to lag the market at 4% CAGR over the same period. Robust growth in the aggregate market is driven by expanding use cases across connecting AI data centers - which are disaggregated due to power constraints.

Figure 20: Data Center Interconnect Market by Speed - Yearly

%

Breakdown By Platform Type	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Optical Line Systems	$2,992	$3,223	$3,108	$3,425	$3,438	$3,692	$3,881	$4,076	$4,295
Optical Transponders	$2,085	$2,047	$1,930	$2,104	$2,292	$2,302	$2,379	$2,382	$2,391
Routing Systems	$1,462	$1,561	$1,722	$1,944	$2,214	$2,521	$2,936	$3,456	$4,044
Switching Systems	$733	$813	$836	$874	$1,335	$2,027	$3,101	$4,759	$6,956
ZR/ZR+/Coherent Lite Optics	$274	$619	$1,138	$1,422	$2,046	$2,784	$3,988	$5,513	$6,673
Total	**$7,546**	**$8,263**	**$8,733**	**$9,768**	**$11,324**	**$13,326**	**$16,286**	**$20,186**	**$24,359**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Optical Line Systems	9%	8%	-4%	10%	0%	7%	5%	5%	5%
Optical Transponders	3%	-2%	-6%	9%	9%	0%	3%	0%	0%
Routing Systems	33%	7%	10%	13%	14%	14%	16%	18%	17%
Switching Systems	25%	11%	3%	5%	53%	52%	53%	53%	46%
ZR/ZR+/Coherent Lite Optics		126%	84%	25%	44%	36%	43%	38%	21%
Total	**17%**	**10%**	**6%**	**12%**	**16%**	**18%**	**22%**	**24%**	**21%**

Source: 650 Group

Ciena and Juniper (HPE) lead Optical Systems and Switching/Routing segments of DCI, respectively

In 2025, Ciena tracked to the largest market share in the Optical Systems (Line Systems & Transponders) market for DCI applications at ~35%, followed by Huawei at ~22% and Nokia/Infinera at ~16%, with the top three vendors collectively accounting for ~73% of the market, indicating a concentrated competitive landscape. In relation to Switching & Routing market for DCI applications, HPE Aruba/Juniper tracked to the largest market share at ~30%, followed by Cisco at ~27% and Arista at ~24%, with the top three vendors collectively accounting for ~81% of the market, indicating a highly concentrated competitive landscape.

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Figure 21: DCI Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Optical Systems (Line Systems & Transponders)				
Ciena	12%	24%	27%	35%
Huawei	17%	12%	20%	22%
Nokia/Infinera	18%	19%	16%	16%
Other	53%	45%	37%	27%
Total	**100%**	**100%**	**100%**	**100%**
Switching & Routing				
HPE Aruba/Juniper	38%	31%	29%	30%
Cisco	27%	28%	28%	27%
Arista	20%	24%	25%	24%
Others	53%	48%	47%	49%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Router Market Growth Outlook and Market Share Trends

Router Market to track to low- to mid- single digit growth post 2025 recovery

The Router Market is estimated to expand to ~$18.5 bn in 2026 from ~$17.8 bn in 2025, implying ~4% y/y growth, with the long-term CAGR from 2025 through 2030 is expected to track in the similar ~4% range. With respect to customer types, Telco Cloud is expected to track to a CAGR of ~11% from 2025 through 2030, while US Top 5 Cloud Providers are expected to drive solid growth at ~15% over the same period.

Figure 22: Router Market by Customer - Yearly

$ in Millions, % Y/Y Change

Breakdown by Customer	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	$780	$856	$763	$922	$1,071	$1,219	$1,377	$1,591	$1,870
Chinese Top 3 Providers	$431	$454	$367	$392	$423	$449	$474	$495	$550
Rest of Cloud	$1,184	$1,210	$1,000	$1,171	$1,283	$1,355	$1,442	$1,580	$1,729
Legacy Telco SP	$6,662	$5,378	$3,503	$3,013	$1,810	$0	$0	$0	$0
Telco Cloud	$4,718	$6,367	$5,970	$7,635	$9,341	$11,191	$11,485	$12,137	$12,714
Hybrid/Private Cloud	$2,381	$3,220	$3,199	$3,641	$4,066	$4,572	$4,444	$4,448	$4,446
Enterprise and SMB	$2,546	$1,793	$1,169	$981	$504	$0	$0	$0	$0
Total	**$18,700**	**$19,276**	**$15,971**	**$17,756**	**$18,497**	**$18,785**	**$19,221**	**$20,251**	**$21,309**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
US Top 5 Cloud Providers	25%	10%	-11%	21%	16%	14%	13%	16%	18%
Chinese Top 3 Providers	-1%	5%	-19%	7%	8%	6%	6%	4%	11%
Rest of Cloud	9%	2%	-17%	17%	10%	6%	6%	10%	9%
Legacy Telco SP	-23%	-19%	-35%	-14%	-40%				
Telco Cloud	71%	35%	-6%	28%	22%	20%	3%	6%	5%
Hybrid/Private Cloud	58%	35%	-1%	14%	12%	12%	-3%	0%	0%
Enterprise and SMB	-18%	-30%	-35%	-16%	-49%				
Total	**3%**	**3%**	**-17%**	**11%**	**4%**	**2%**	**2%**	**5%**	**5%**

Source: 650 Group.

Cisco leads the market; Stable market share across vendors

In 2025, Cisco tracked to the largest market share in the Router market at ~33%, followed by Huawei at ~25%, Nokia at ~13%, and HPE/Juniper at ~10%, with the top three vendors collectively accounting for ~71% of the market and the top five accounting for ~85%, indi-

Samik Chatterjee, CFA [AC] (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

cating a concentrated competitive landscape dominated by a handful of established networking incumbents. Over the 2022 to 2025 period, share movements in the market have been relatively modest.

Figure 23: Router Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Cisco	34%	35%	32%	33%
Huawei	26%	27%	26%	25%
Nokia	13%	11%	13%	13%
HPE/Juniper	10%	9%	9%	10%
ZTE	3%	4%	4%	4%
Other	14%	14%	16%	16%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.

Samik Chatterjee, CFA AC (1-212) 622-0798
samik.x.chatterjee@jpmorgan.com
J.P. Morgan Securities LLC
Joseph Cardoso (1-212) 622-9036
joseph.cardoso@jpmchase.com
Manmohanpreet Singh (1-212) 622-4527
manmohanpreet.singh@jpmchase.com
Marc Vitenzon (1-212) 622-3342
marc.vitenzon@jpmchase.com

Broadband Access Growth Outlook and Market Share Trends

Modest mid-single-digit growth driven by Optical and Cable

The Broadband Access Market is estimated to expand to ~$18 bn in 2026 from ~$17 bn in 2025, implying ~6% y/y growth, with the long-term CAGR from 2025 through 2030 is expected to track in a similar ~6% range. With respect to connection types, Cable is expected to track to a CAGR of ~14% from 2025 through 2030, Optical is expected to drive steady growth at a ~7% CAGR, FWA is expected to be largely flat, and Multi-Service is expected to decline meaningfully at a -24% CAGR over the same 2025 through 2030 period.

Figure 24: Broadband Access Market by Connection Type - Yearly

$ in Millions, % Y/Y Change

Breakdown by Connection Type	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Optical	$10,040	$10,775	$10,909	$10,406	$11,038	$12,136	$13,178	$13,879	$14,592
MultiService	$1,785	$1,344	$986	$891	$694	$532	$398	$294	$220
Cable	$3,711	$3,375	$1,806	$1,889	$2,449	$3,395	$3,351	$3,340	$3,593
FWA	$2,648	$2,824	$3,001	$3,343	$3,349	$3,306	$3,285	$3,254	$3,230
Total	**$18,185**	**$18,319**	**$16,702**	**$16,529**	**$17,530**	**$19,370**	**$20,212**	**$20,767**	**$21,635**

% Y/Y Change	2022	2023	2024	2025	2026E	2027E	2028E	2029E	2030E
Optical	29%	7%	1%	-5%	6%	10%	9%	5%	5%
MultiService	2%	-25%	-27%	-10%	-22%	-23%	-25%	-26%	-25%
Cable	7%	-9%	-46%	5%	30%	39%	-1%	0%	8%
FWA	24%	7%	6%	11%	0%	-1%	-1%	-1%	-1%
Total	**20%**	**1%**	**-9%**	**-1%**	**6%**	**10%**	**4%**	**3%**	**4%**

Source: 650 Group.

Market share is shifting towards optical; Huawei remains market leader

In 2025, Huawei tracked to the largest market share in the broadband access market at ~25%, followed by Nokia at ~13%, Fiberhome at ~13%, and Technicolor and ZTE each at ~6%, with the top three vendors collectively accounting for ~51% of the market and the top five accounting for ~63%, indicating a moderately fragmented competitive landscape where a sizable ~30% "Other" tail remains. Over the 2022 to 2025 period, the most notable shift was Huawei gaining ~7 % pts of share and Nokia gaining ~2 % pts, primarily at the expense of Arrisb (CommScope/ Vistance), which ceded ~7 % pts, and Technicolor, which lost ~2 % pts. Market share has shifted to optical access vendors and away from cable-centric players.

Figure 25: Broadband Access Market Share - Yearly

%

Vendor Share - Total Market	2022	2023	2024	2025
Huawei	18%	22%	26%	25%
Fiberhome	14%	15%	15%	13%
Arris	10%	9%	2%	3%
Nokia	11%	8%	10%	13%
Technicolor	8%	7%	6%	6%
ZTE	6%	5%	7%	6%
Calix	3%	4%	3%	4%
Other	30%	30%	31%	30%
Total	**100%**	**100%**	**100%**	**100%**

Source: 650 Group.