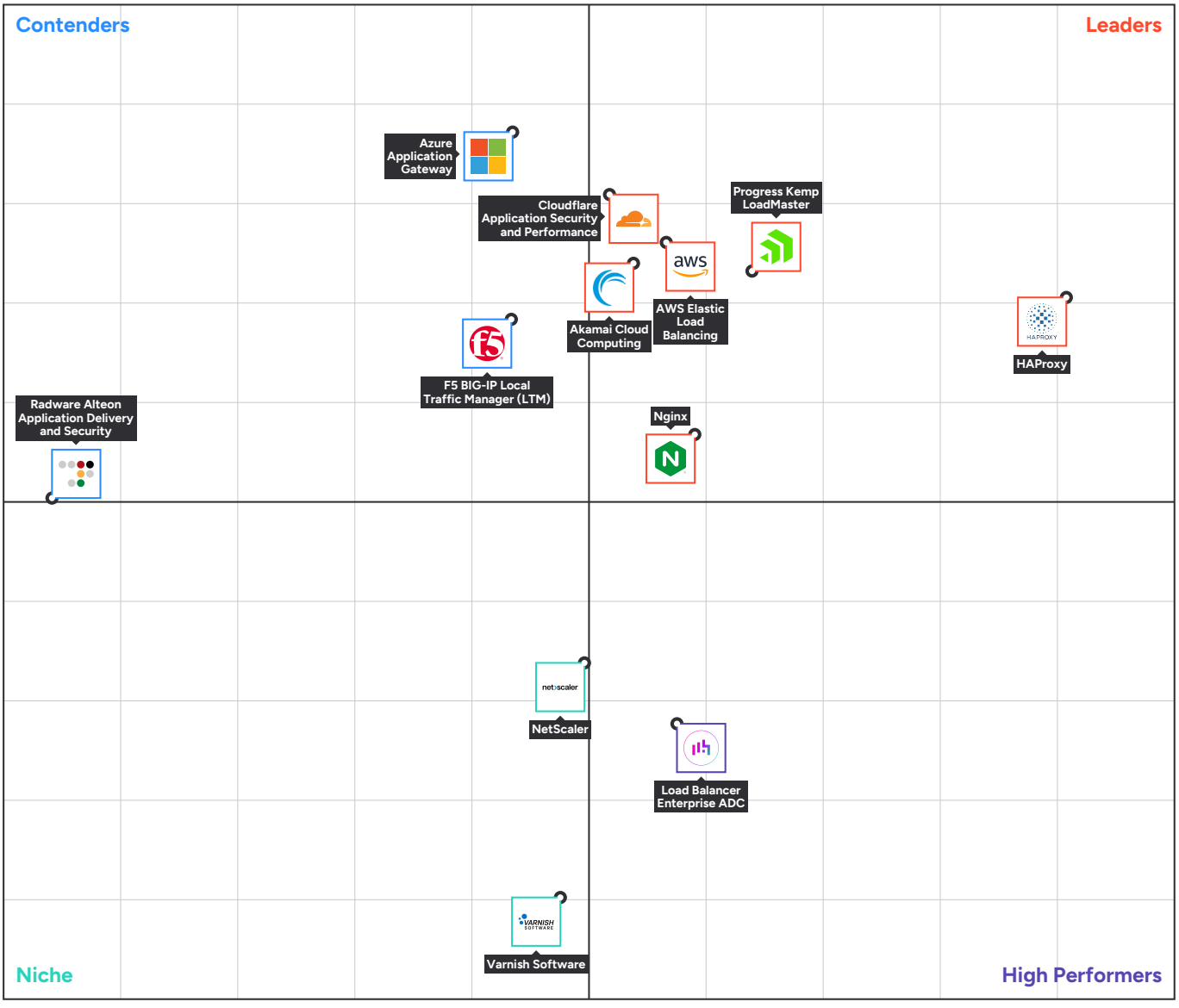
Enterprise Grid® Report for Load Balancing | Spring 2026

Load Balancing Software



(Load Balancing Software continues on next page)

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Load Balancing Software (continued)

Load Balancing Software Definition

Load balancing software manages incoming network traffic and distributes workloads across multiple servers using algorithms such as round-robin, least connections, or IP hash. This ensures optimal resource utilization, prevents bottlenecks, and delivers high availability, even under heavy or fluctuating traffic conditions.

High-traffic websites and applications use load balancers to allocate requests efficiently, prevent server overload, and ensure fast response times. With features like server health monitoring, load balancers redirect traffic from underperforming servers to maintain uninterrupted service.

Industries like e-commerce, finance, and healthcare rely on load balancers to manage unpredictable traffic, minimize downtime, and ensure seamless operations during failovers or surges. Without them, organizations risk resource wastage, server failures, and degraded user experiences, jeopardizing operational continuity.

Load balancer software includes features like auto-scaling, health monitoring, secure sockets layer (SSL) offloading, session persistence, and DDoS protection. Auto-scaling adjusts resources for fluctuating traffic, while health monitoring ensures traffic is rerouted to functioning servers. SSL offloading handles encryption efficiently, reducing server load. Session persistence maintains user connections to the same server, essential for applications like banking, and DDoS protection safeguards against attacks that could overwhelm the system.

Load testing tools complement load balancing by simulating traffic surges and evaluating system performance under stress. These tools help organizations identify bottlenecks, test failover strategies, and fine-tune configurations, optimizing the effectiveness of the best load balancing software.

To qualify for inclusion in the Load Balancing category, a product must:

- Monitor incoming network traffic and distribute it across multiple servers using algorithms like round-robin, least connections, random distribution, or IP hash
- Scale workloads dynamically to accommodate fluctuating traffic demands, ensuring efficient use of resources and consistent performance
- Continuously monitor server status to detect failures or underperformance and reroute traffic to available servers to maintain uninterrupted service
- Provide failover mechanisms to sustain operations by redirecting traffic during server outages or unexpected failures
- Support secure data transmission with secure sockets layer(SSL)/transport layer security (TLS) termination or seamless integration with external security tools to ensure robust encryption and decryption processes
- Manage backend server pools with the ability to dynamically add or remove servers as needed
- Perform basic server health checks to ensure traffic is only routed to operational servers

(Load Balancing Software continues on next page)

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Load Balancing Software (continued)

Enterprise Load Balancing Grid® Scoring Description

Products shown on the Enterprise Grid® for Load Balancing have received a minimum of 10 reviews/ratings in data gathered by February 17, 2026. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: HAProxy, Progress Kemp LoadMaster, Cloudflare Application Security and Performance, AWS Elastic Load Balancing, Akamai Cloud Computing, and F5 NGINX
- High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Load Balancer Enterprise ADC
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Azure Application Gateway, F5 BIG-IP Local Traffic Manager (LTM), and Radware Alteon Application Delivery and Security
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: NetScaler and Varnish Software

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Grid® Scores for Enterprise Load Balancing Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Enterprise Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
HAProxy	226	93	73	83
Progress Kemp LoadMaster	76	65	76	70
Cloudflare Application Security and Performance	17	52	84	68
AWS Elastic Load Balancing	22	57	79	68
Akamai Cloud Computing	20	54	77	65
Nginx	14	60	57	59

High Performers

Load Balancer Enterprise ADC	11	58	25	42

Contenders

Azure Application Gateway	55	43	91	67
F5 BIG-IP Local Traffic Manager (LTM)	21	43	70	57
Radware Alteon Application Delivery and Security	11	1	50	26

Niche

NetScaler	44	50	32	41
Varnish Software	16	47	6	27

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

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Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Load Balancing category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Segmented Grid® Scoring Methodology

When viewing a Grid® by segment size, the same Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

- Small-Business Review: A review from someone who works at a company with 50 or fewer employees
- Mid-Market Review: A review from someone who works at a company with 51-1,000 employees
- Enterprise Review: A review from someone who works at a company with 1,001+ employees

Grid® Scoring Methodology

The Grid® Report for Load Balancing | Spring 2026 is based on reviews collected through February 17, 2026. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Spring 2026 report quarter. To view the Load Balancing Grid® with the most recent data, please visit the Load Balancing page. For more details on Grid® Scoring, please view the G2 Scoring Methodology here.

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

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Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and third-party data collected by G2 up through February 17, 2026. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the G2 Community Guidelines here.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Load Balancing category.

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

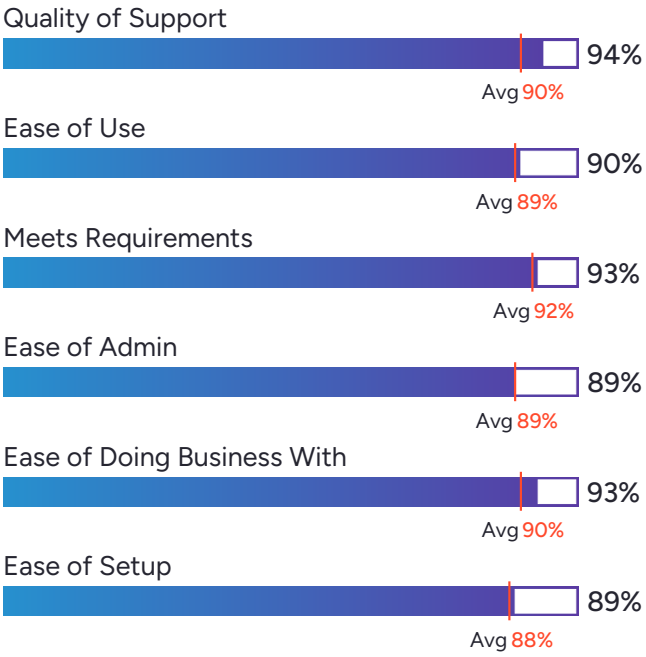
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HAProxy

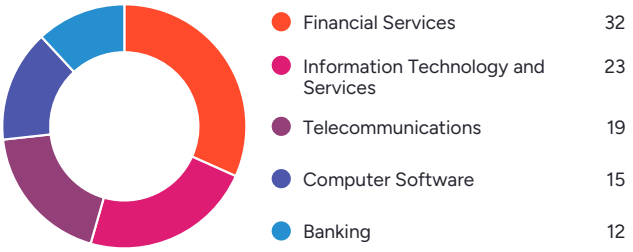
4.7 ★★★★½ (684)

HAProxy has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. HAProxy received the highest Satisfaction score among products in Load Balancing. 100% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend HAProxy at a rate of 94%. HAProxy is also in the Web Application Firewall (WAF), DDoS Protection, Container Networking, API Management, and Bot Detection and Mitigation categories.

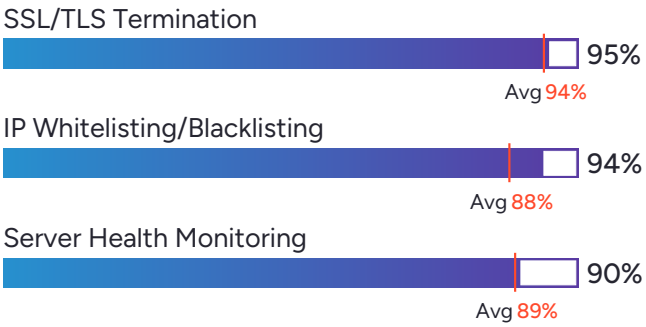
Satisfaction Ratings



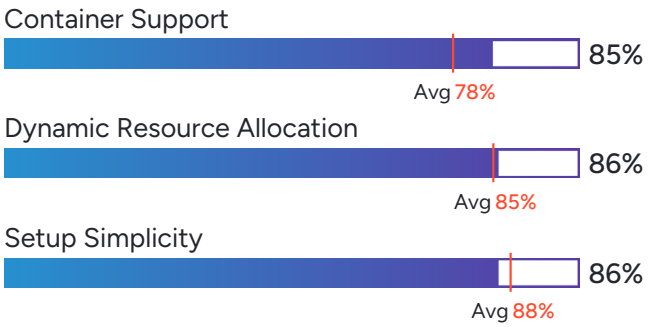
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
HAProxy

HQ Location
Newton, MA

Year Founded
2013

Employees (Listed On Linkedin)
128

Company Website
haproxy.com

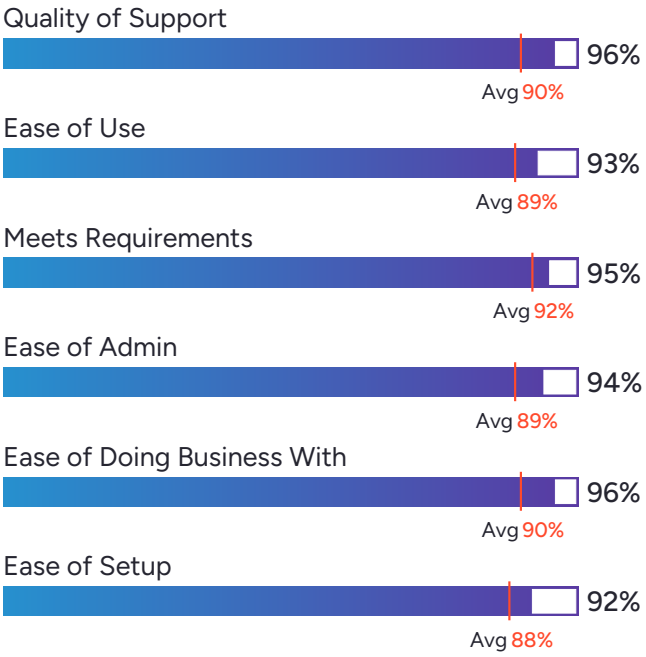
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Progress Kemp LoadMaster

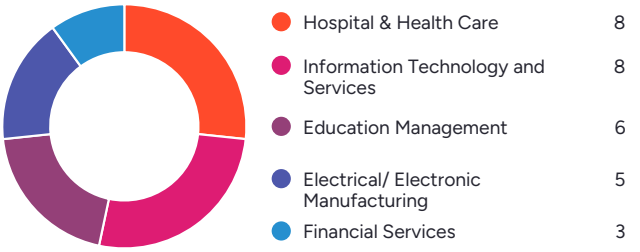
4.7 ★★★★½ (214)

Progress Kemp LoadMaster has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Progress Kemp LoadMaster at a rate of 94%.

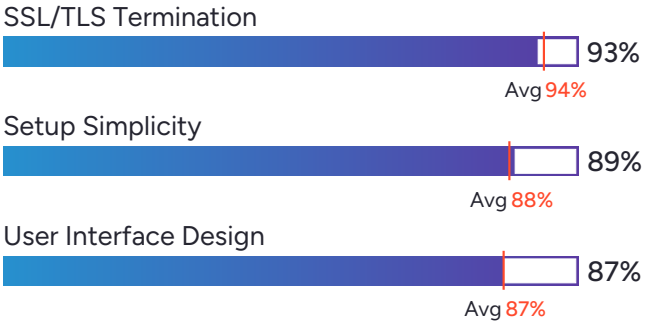
Satisfaction Ratings



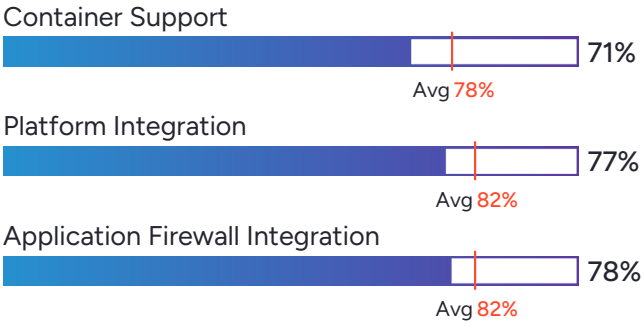
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Progress Software

HQ Location
Burlington, MA.

Year Founded
1981

Employees (Listed On Linkedin)
4,205

Company Website
progress.com

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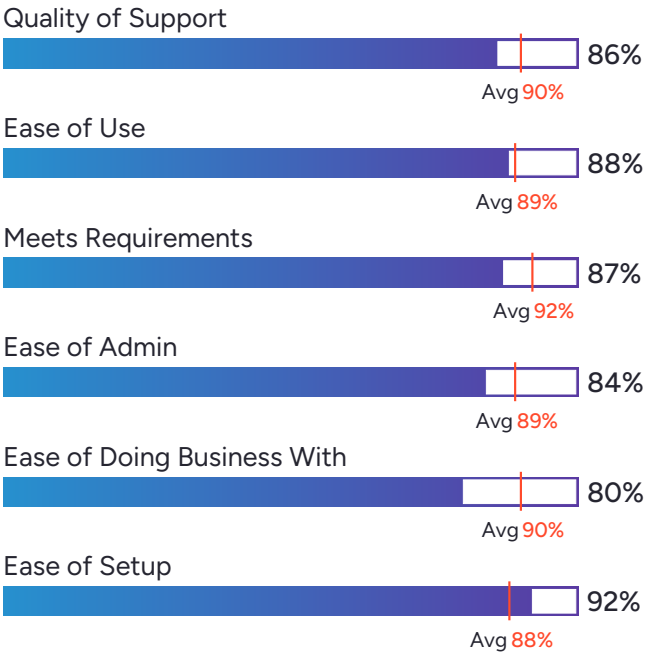
Cloudflare Application Security and Performance

4.5 ★★★★½ (593)

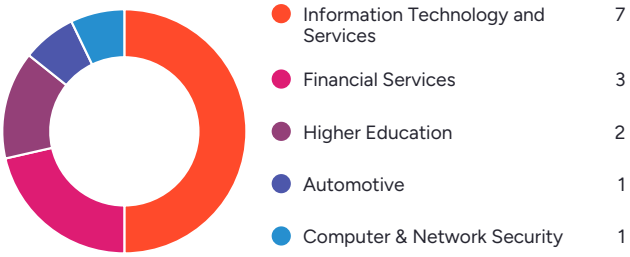


Cloudflare Application Security and Performance has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Cloudflare Application Security and Performance at a rate of 86%. Cloudflare Application Security and Performance is also in the Certificate Lifecycle Management (CLM), Client-Side Protection, API Security, DNS Security Solutions, SSL & TLS Certificate Tools, Bot Detection and Mitigation, Enterprise Content Delivery Network (eCDN), Web Application Firewall (WAF), Website Security, Application Shielding, DDoS Protection, Threat Intelligence, Enterprise Content Management (ECM), Content Delivery Network (CDN), and Managed DNS Solutions categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Cloudflare, Inc.

HQ Location
San Francisco, California

Year Founded
2009

Employees (Listed On Linkedin)
6,320

Company Website
cloudflare.com

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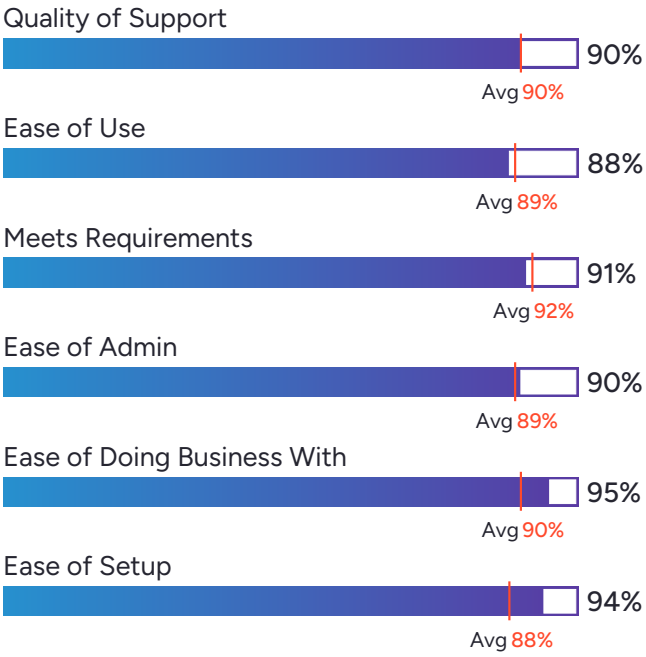
AWS Elastic Load Balancing

4.5 ★★★★½ (92)



AWS Elastic Load Balancing has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend AWS Elastic Load Balancing at a rate of 90%.

Satisfaction Ratings



Top Industries Represented



Ownership
Amazon Web Services (AWS)

HQ Location
Seattle, WA

Year Founded
2006

Employees (Listed On Linkedin)
152,002

Company Website
aws.amazon.com

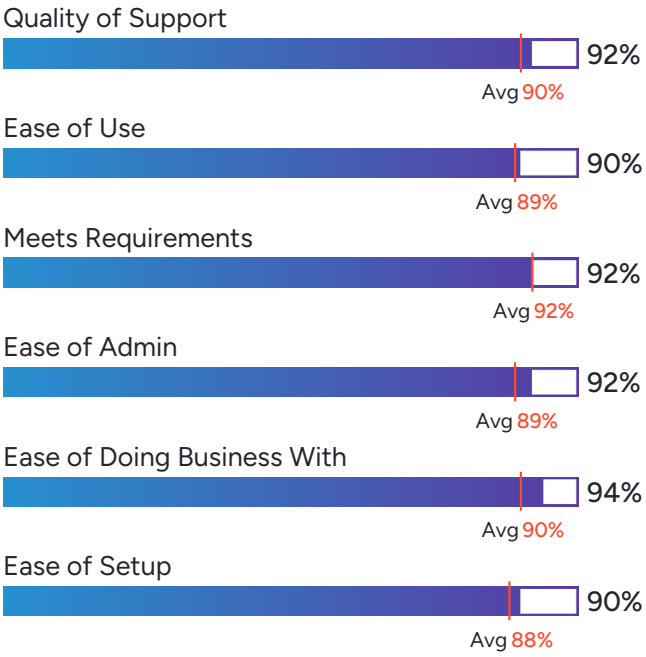
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Akamai Cloud Computing

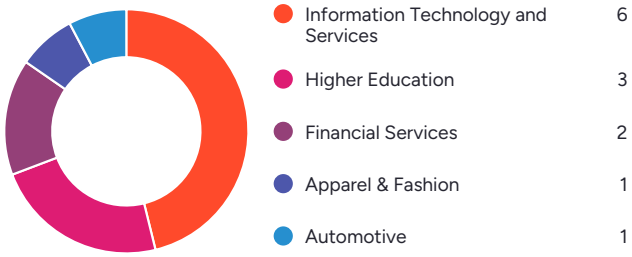
4.6 ★★★★½ (406)

Akamai Cloud Computing has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Akamai Cloud Computing at a rate of 88%. Akamai Cloud Computing is also in the Block Storage, Object Storage Solutions, Container Orchestration, Infrastructure as a Service (IaaS), and Container Management categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Akamai Technologies

HQ Location
Cambridge, MA

Year Founded
1998

Employees (Listed On Linkedin)
10,444

Company Website
www.akamai.com

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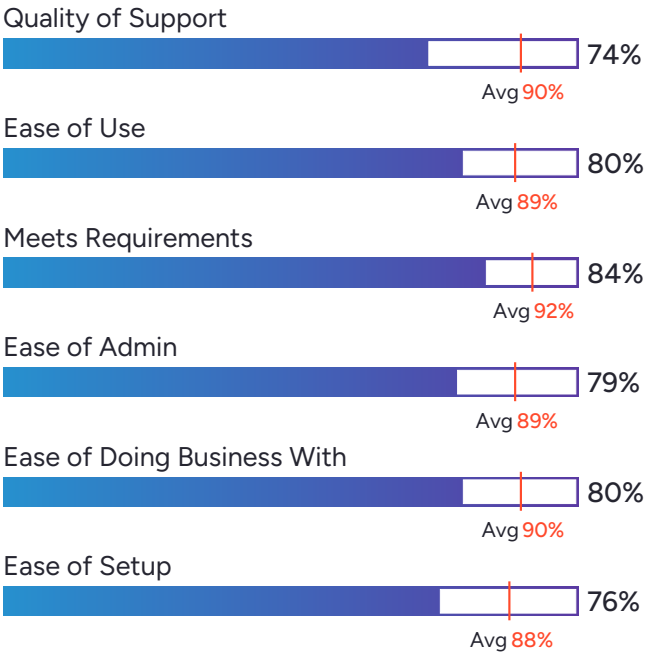
F5 NGINX

4.6 ★★★★½ (107)

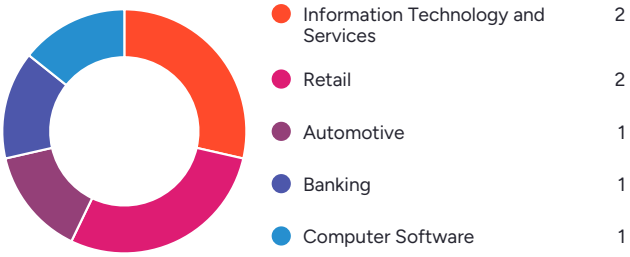


F5 NGINX has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Nginx at a rate of 87%. Nginx is also in the Container Networking, Web Server Accelerator, Application Server, DDoS Protection, and Web Application Firewall (WAF) categories.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,155

Company Website
f5.com

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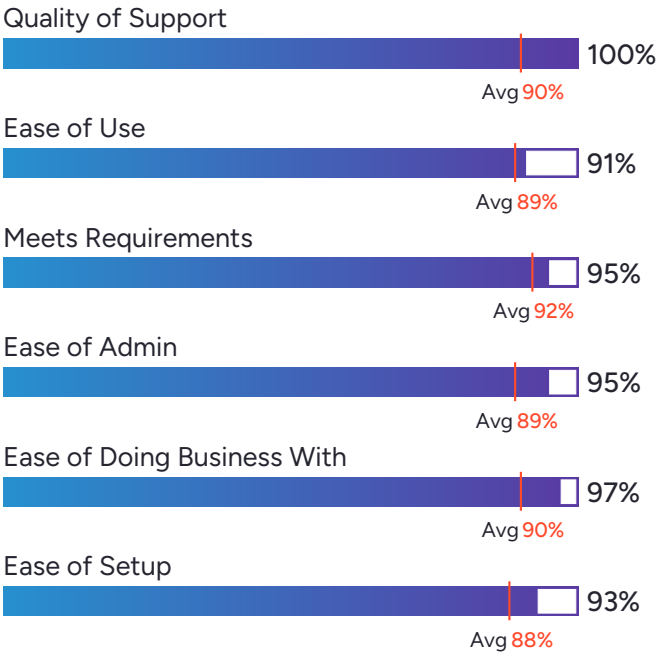
Load Balancer Enterprise ADC

4.7 ★★★★½ (30)

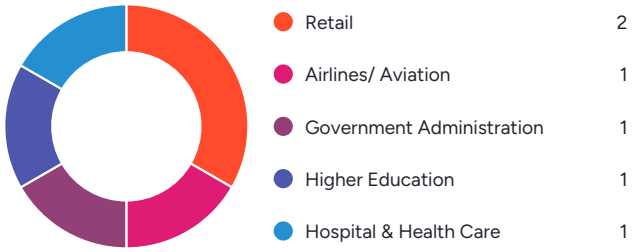
SPRING 2026 High Performer ENTERPRISE

Load Balancer Enterprise ADC has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Load Balancer Enterprise ADC at a rate of 94%.

Satisfaction Ratings



Top Industries Represented



Ownership
Loadbalancer.org

HQ Location
Wilmington, Delaware

Year Founded
2003

Employees (Listed On Linkedin)
45

Company Website
loadbalancer.org

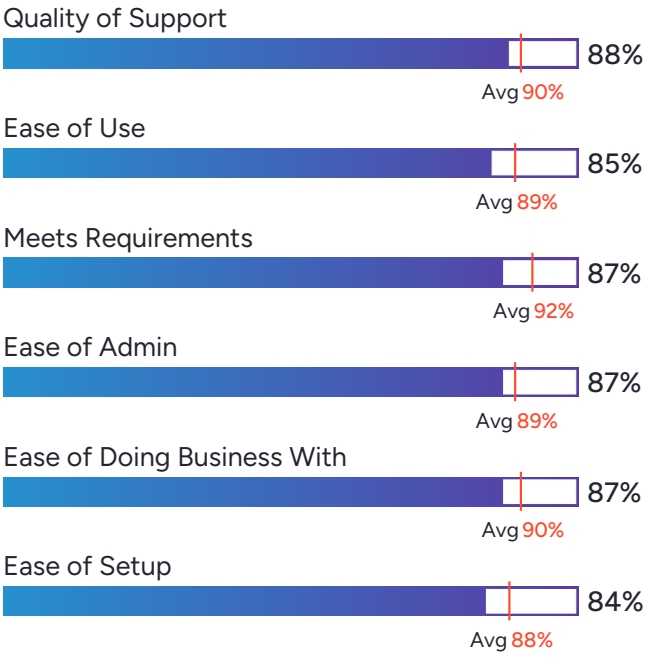
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Azure Application Gateway

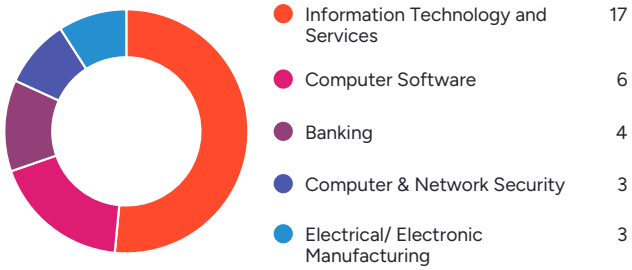
4.4 ★★★★½ (158)

Azure Application Gateway has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Azure Application Gateway has the largest Market Presence among products in Load Balancing. 96% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Application Gateway at a rate of 89%. Azure Application Gateway is also in the Web Application Firewall (WAF) category.

Satisfaction Ratings



Top Industries Represented



Ownership
Microsoft

HQ Location
Redmond, Washington

Year Founded
1975

Employees (Listed On Linkedin)
226,132

Company Website
microsoft.com

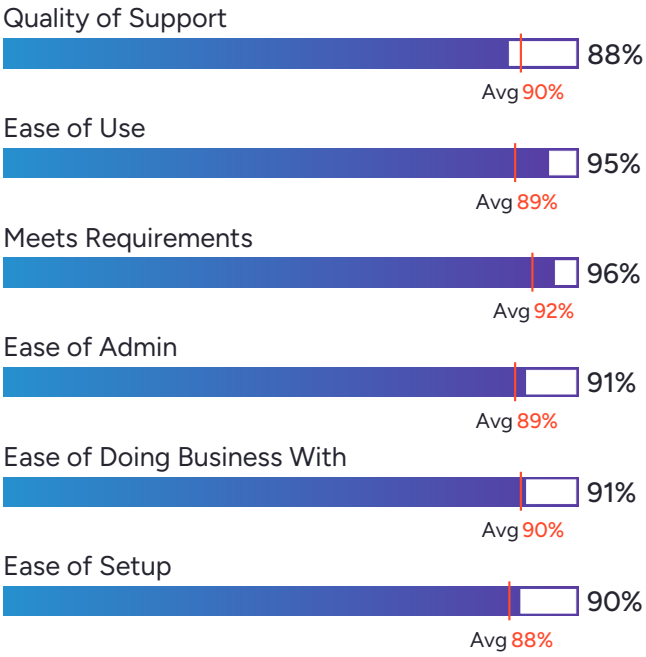
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F5 BIG-IP Local Traffic Manager (LTM)

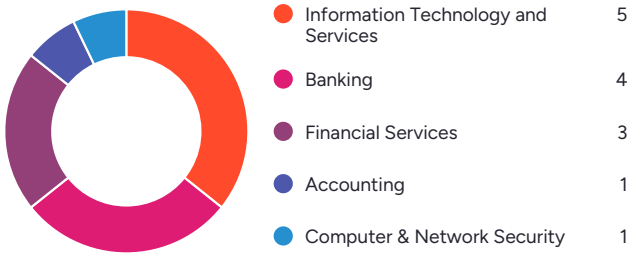
4.5 ★★★★½ (39)

F5 BIG-IP Local Traffic Manager (LTM) has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend F5 BIG-IP Local Traffic Manager (LTM) at a rate of 92%.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,155

Company Website
f5.com

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Radware Alteon Application Delivery and Security

4.2 ★★★★☆ (20)

Radware Alteon Application Delivery and Security has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 82% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend Radware Alteon Application Delivery and Security at a rate of 80%. Radware Alteon Application Delivery and Security is also in the Web Application Firewall (WAF) category.

Satisfaction Ratings

Quality of Support
N/A
Avg 90%

Ease of Use
N/A
Avg 89%

Meets Requirements
N/A
Avg 92%

Ease of Admin
N/A
Avg 89%

Ease of Doing Business With
79%
Avg 90%

Ease of Setup
N/A
Avg 88%

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Banking	3
Telecommunications	3
Financial Services	2
Information Technology and Services	2
Automotive	1

Ownership
Radware

HQ Location
Tel Aviv, Tel Aviv

Year Founded
1997

Employees (Listed On Linkedin)
1,556

Company Website
radware.com

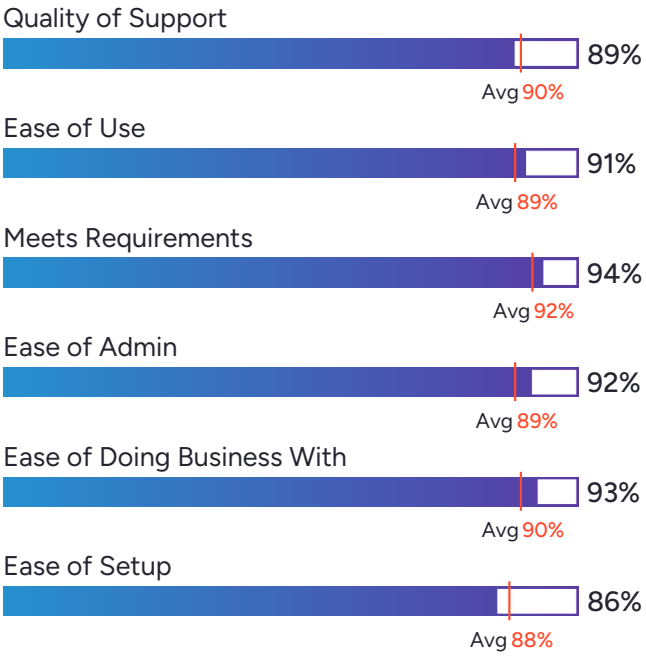
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NetScaler

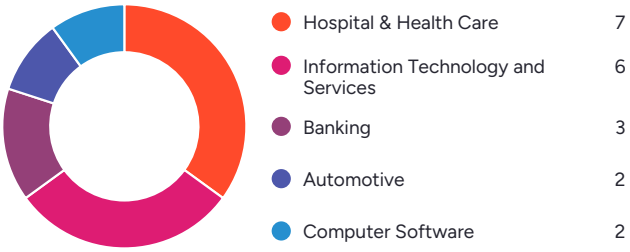
4.4 ★★★★½ (85)

NetScaler has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend NetScaler at a rate of 92%. NetScaler is also in the Zero Trust Networking, Container Security, Web Application Firewall (WAF), and Container Networking categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Cloud Software Group

HQ Location
Fort Lauderdale, FL

Employees (Listed On Linkedin)
9,677

Company Website
www.cloud.com

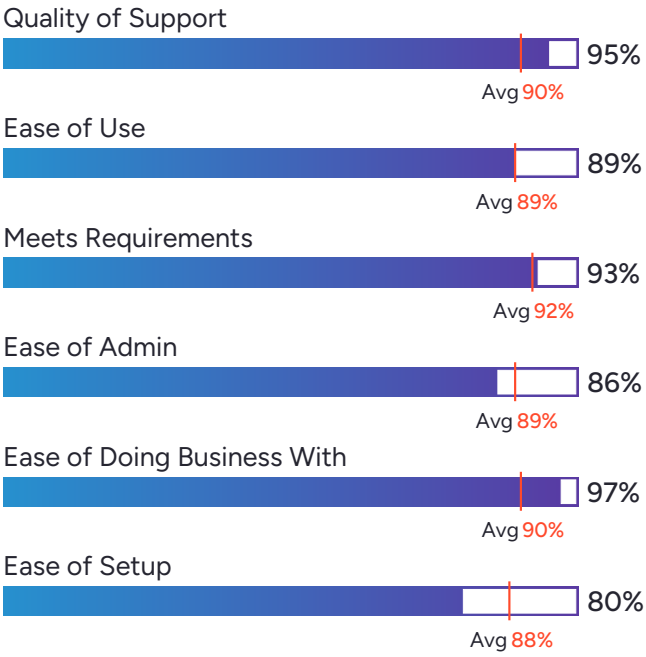
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Varnish Software

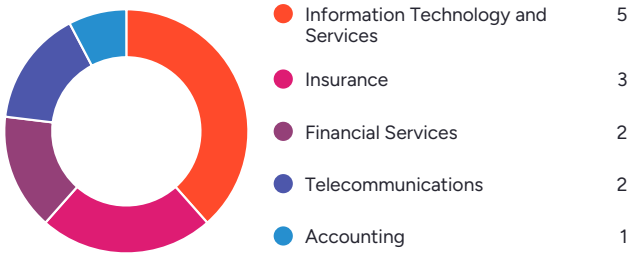
4.6 ★★★★½ (100)

Varnish Software has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Varnish Software at a rate of 90%. Varnish Software is also in the Web Server Accelerator, Content Delivery Network (CDN), and Enterprise Content Delivery Network (eCDN) categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Varnish Software AB

HQ Location
Stockholm, Stockholm

Year Founded
2010

Employees (Listed On Linkedin)
88

Company Website
varnish-software.com

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Satisfaction Ratings for Load Balancing

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
HAProxy	94%	91%	93%	89%	93%	94%	89%	90%	83
Progress Kemp LoadMaster	94%	95%	95%	94%	96%	96%	92%	93%	77
Cloudflare Application Security and Performance	86%	94%	87%	84%	80%	86%	92%	88%	52
AWS Elastic Load Balancing	90%	100%	91%	90%	95%	90%	94%	88%	63
Akamai Cloud Computing	88%	94%	92%	92%	94%	92%	90%	90%	60
Nginx	87%	89%	84%	79%	80%	74%	76%	80%	57
Load Balancer Enterprise ADC	94%	100%	95%	95%	97%	100%	93%	91%	90
Azure Application Gateway	89%	91%	87%	87%	87%	88%	84%	85%	67
F5 BIG-IP Local Traffic Manager (LTM)	92%	92%	96%	91%	91%	88%	90%	95%	80
Radware Alteon Application Delivery and Security	80%	N/A	N/A	N/A	79%	N/A	N/A	N/A	36
NetScaler	92%	97%	94%	92%	93%	89%	86%	91%	70
Varnish Software	90%	86%	93%	86%	97%	95%	80%	89%	81
Average	90%	94%	92%	89%	90%	90%	88%	89%	68

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

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Additional Data for Load Balancing

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
HAProxy	44%	56%	3.6	83%	3%	1%	12%	37	9
Progress Kemp LoadMaster	12%	88%	1.6	67%	12%	14%	8%	175	20
Cloudflare Application Security and Performance	N/A	N/A	1.9	71%	29%	0%	0%	N/A	7
AWS Elastic Load Balancing	100%	0%	0.7	63%	13%	13%	13%	175	6
Akamai Cloud Computing	100%	0%	1.1	100%	0%	0%	0%	75	11
Nginx	33%	67%	1.0	100%	0%	0%	0%	N/A	N/A
Load Balancer Enterprise ADC	17%	83%	1.8	N/A	N/A	N/A	N/A	N/A	N/A
Azure Application Gateway	88%	12%	3.3	68%	16%	0%	16%	750	10
F5 BIG-IP Local Traffic Manager (LTM)	40%	60%	4.5	80%	10%	0%	10%	N/A	N/A
Radware Alteon Application Delivery and Security	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
NetScaler	14%	86%	5.6	45%	40%	10%	5%	3750	30
Varnish Software	N/A	N/A	N/A	100%	0%	0%	0%	N/A	N/A

(Additional Data for Load Balancing continues on next page)

*N/A is displayed when data is not publicly available.

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Additional Data for Load Balancing (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption

	User Adoption
	Average User Adoption
HAProxy	64%
Progress Kemp LoadMaster	82%
Cloudflare Application Security and Performance	N/A
AWS Elastic Load Balancing	60%
Akamai Cloud Computing	52%
Nginx	N/A
Load Balancer Enterprise ADC	99%
Azure Application Gateway	56%
F5 BIG-IP Local Traffic Manager (LTM)	85%
Radware Alteon Application Delivery and Security	N/A
NetScaler	90%
Varnish Software	N/A
Average	74%

(Additional Data for Load Balancing continues on next page)

*N/A is displayed when data is not publicly available.

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Additional Data for Load Balancing (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
HAProxy	HAProxy	2013	128	13,582
Progress Kemp LoadMaster	Progress Software	1981	4,205	78,885
Cloudflare Application Security and Performance	Cloudflare, Inc.	2009	6,320	1,114,560
AWS Elastic Load Balancing	Amazon Web Services (AWS)	2006	152,002	10,558,454
Akamai Cloud Computing	Akamai Technologies	1998	10,444	529,883
Nginx	F5		6,155	380,131
Load Balancer Enterprise ADC	Loadbalancer.org	2003	45	3,237
Azure Application Gateway	Microsoft	1975	226,132	27,143,062
F5 BIG-IP Local Traffic Manager (LTM)	F5		6,155	380,131
Radware Alteon Application Delivery and Security	Radware	1997	1,556	87,813
NetScaler	Cloud Software Group		9,677	37,318
Varnish Software	Varnish Software AB	2010	88	5,158

*N/A is displayed when data is not publicly available.

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