

Wireless Connectivity Technology Market By Technology (Wi-Fi, Bluetooth, Zigbee, NFC, Cellular, and Others) and Application (Consumer Electronics, Automotive, Aerospace & Defense, Healthcare, IT & Telecom, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global wireless connectivity technology market size was valued at \$53.17 billion in 2019, and is expected to reach \$150.38 billion by 2027, growing at a CAGR of 13.0% from 2020 to 2027. Wireless connectivity is a networking technology that offers transfer of data and power from one computing device to the other without the use of cords, wires, and cables. Wireless connectivity is a method that allows the consumers to avoid costly installation of cables within the premises for connectivity between devices and systems. The pre-existing Wi-Fi equipped infrastructure tends to use Wi-Fi connectivity for smart lights. Further, the penetration of IoT-based technologies in developing economies is lucrative to create opportunities for the market in future.

The prominent factors that drive the growth of the wireless connectivity technology market include high demand for wireless networks in development of smart infrastructure, growth in adoption of AI assistants, and integration of IoT in surveillance cameras. However, high installation and maintenance cost in wireless network system restricts the market growth. Conversely, emergence of IoT & AI technology for smart lightning and growth in development in smart city projects, especially in APAC, create lucrative opportunities for wireless connectivity technology industry.

The wireless connectivity technology market is segmented on the basis of technology, application, and region. Based on technology, the market is categorized into Wi-Fi,

Bluetooth, Zigbee, NFC, Cellular, and others. The applications covered in the study include consumer electronics, automotive, aerospace & defense, healthcare, IT & telecom, and others.

Region wise, the wireless connectivity technology market trends are analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). North America accounted for the highest share, owing to rise in adoption of smartphones and smart wearables coupled with increased investment in the government also boost the growth of the wireless connectivity technology market.

The key players operating in the market include Qualcomm Incorporated, Intel Corporation, NXP Semiconductors N.V., Texas Instruments, STMicroelectronics N.V., Broadcom, Panasonic Corporation, Infineon Technologies AG, Renesas Electronics, and MediaTek Inc. These key players have adopted various strategies, such as product portfolio expansion, mergers & acquisitions, agreements, geographical expansion, and collaborations, to increase their market penetration and strengthen their foothold in the wireless connectivity technology industry.

Wireless Connectivity Technology Market Key Segments

By Technology

Wi-Fi

Bluetooth

Zigbee

NFC

Cellular

Others

By Application

Consumer Electronics

Automotive

Healthcare

Aerospace & Defense

IT & Telecom

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Qualcomm Incorporated

Intel Corporation

NXP Semiconductors N.V.

Texas Instruments

STMicroelectronics N.V.

Broadcom

Panasonic Corporation

Infineon Technologies AG

Renesas Electronics

MediaTek Inc.

List of Company Profiles

The key players profiled in the report include Qualcomm Incorporated, Intel Corporation, NXP Semiconductors N.V., Texas Instruments Inc., STMicroelectronics N.V., Broadcom, Panasonic Corporation, Infineon Technologies AG, Renesas Electronics, and MediaTek Inc. These Market players have adopted various strategies such as product launch, collaboration, partnership, agreement, and acquisition to expand their foothold in the wireless connectivity technology industry.

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