

Global Sub-1G Device Market Research Report 2026(Status and Outlook)

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Abstracts

Sub-1G devices are Internet-of-Things (IoT) or Machine-to-Machine (M2M) devices that communicate over radio frequency bands below 1 GHz (typically 433 MHz, 868/915 MHz, 780-900 MHz, etc.), using low-power wide-area network (LPWAN) or other narrowband protocols, designed to maximize coverage, penetration, energy efficiency, and long-range connectivity for sensors, meters, trackers, and embedded modules. The sub-1G device industry chain begins upstream with raw-material and component suppliers ? semiconductor chip makers providing RF transceivers, MCUs, power-management ICs, crystal oscillators, PCBs, antenna materials, capacitors/resistors ? flows into midstream module and device manufacturers who design, integrate, and assemble sub-1 GHz radios, sensors, enclosures, energy systems, and firmware to create modules, sensors, gateways, and trackers, then moves downstream to downstream integrators, OEMs, utilities, agricultural firms, logistics companies, municipalities, and consumers who deploy the devices as part of smart-metering, IoT, tracking, automation, and infrastructure-monitoring solutions. Globally, there are ongoing and planned large-scale deployments and manufacturing initiatives including new smart-meter rollout programs in Europe, North America, South Asia and Latin America incorporating sub-1 GHz metering modules; expanding smart-city infrastructure projects in Southeast Asia and Africa deploying sub-1 GHz environmental sensors and street-light controllers; major agricultural IoT deployments in India, China, Brazil, and Africa installing soil, moisture, and livestock sensors; logistics and supply-chain companies rolling out continent-wide asset-tracking platforms using sub-1 GHz trackers; and new fab lines in emerging markets aimed at localized manufacturing of sub-1 GHz modules to serve rural IoT, agricultural and infrastructure needs while reducing import dependencies and costs. 2024 Global Market Average Gross Profit Margin: 22%. The sub-1 GHz device market has matured significantly over the past few years, driven by global demand for low-power, long-range IoT connectivity for utilities, infrastructure,

agriculture, cities, logistics, and smart homes. As traditional cellular and short-range wireless solutions struggle to cover wide rural areas or penetrate dense urban infrastructure, sub-1 GHz networks offering long range and deep penetration at low power consumption have emerged as a backbone for massive IoT deployments. Regionally, adoption is strongest in developed markets where smart-metering and utility modernization is underway (Europe, North America, parts of Asia), but growth momentum is even greater in emerging markets – especially in Asia, Africa, Latin America – where utilities, agriculture, and municipal services increasingly adopt sub-1 GHz solutions to leapfrog legacy infrastructure. Market trends include modular sub-1 GHz radio modules for easy OEM integration, plug-and-play sensor suites for turnkey deployments, integration with cloud/edge IoT platforms, and energy-harvesting or solar-assisted devices to reduce maintenance. There's also a growing shift toward integrated gateways combining sub-1 GHz backhaul with Wi-Fi/LoRa/2.4 GHz fronthaul for hybrid networks, especially in smart-city and industrial settings. As IoT deployments scale and sub-1 GHz devices proliferate, success will increasingly depend not just on low unit cost, but on ecosystem support (network coverage, integration services, security, maintenance), making platform providers and system integrators as important as standalone hardware vendors.

The global Sub-1G Device market size was estimated at USD 4633.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Sub-1G Device market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Sub-1G Device market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Sub-1G Device market.

Global Sub-1G Device Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

STMicroelectronics
HOPERF
Digi International
NXP
TI
Microchip Technology
Renesas
TP-Link
Silicon Laboratories
Shenzhen Shengrun Technology
Cosine Nanoelectronics
Wuhan Xinyuan Semiconductor Co
Holtek Semiconductor Inc
Shanghai PANCHIP Microelectronics Co

Market Segmentation (by Type)

Transmitters

Transceivers
Modules
Systems-on-Chip
Others

Market Segmentation (by Application)

Smart Home and Smart City
Smart Factory
Smart Grid
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Sub-1G Device Market
Overview of the regional outlook of the Sub-1G Device Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Sub-1G Device Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Sub-1G Device, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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