

Over-the-Air Testing Market Size, Share & Trends Analysis Report By Component (Solution, Services), By Technology (Cellular Networks, Wi-Fi, Bluetooth, Others), By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Over-the-Air Testing Market Size & Trends

The global Over-the-Air testing market size was estimated at USD 2.68 billion in 2023 and is projected to grow at a compound CAGR of 9.8% from 2024 to 2030. Several factors are driving the growth of the market, including advancements in wireless technologies, increasing use of connected devices, and rapid deployment of 5G infrastructure. Over-the-Air (OTA) testing is a method used to evaluate the performance and compliance of wireless communication devices.

OTA testing simulates real-world conditions to assess device performance, taking into account factors such as distance, interference, signal strength, multipath propagation, and fading. Moreover, it assesses how effectively devices can establish and maintain connections, transition between different cells or access points, and function in environments with varying levels of interference. OTA testing is essential for the success of wireless projects. It not only enhances device performance but also helps reduce network approval costs, shortens time-to-market, and identifies performance issues before a product reaches consumers.

Ongoing innovation in wireless technologies and significant R&D investments lead to the development of new products and applications, all of which require OTA

testing. This continuous innovation cycle sustains market growth. In addition, the proliferation of Internet of Things (IoT) devices across various sectors, such as smart homes, industrial IoT, and healthcare, necessitates rigorous OTA testing to ensure reliable connectivity and performance. The increasing number of connected devices amplifies this demand.

The integration of automated testing solutions and software tools is enhancing the efficiency of OTA testing processes and reducing time-to-market and operational costs. For instance, Orbis Systems Oy, a Finnish company, offers 5G OTA solutions. These solutions have a high degree of pre-integration and automation that eliminates the need for separate add-ons, enhances testing capabilities, and delivers faster and more reliable results.

Global Over-the-Air (OTA) Testing Market Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global Over-the-Air (OTA) testing market report based on component, technology, end use, and region.

Component Outlook (Revenue, USD Million, 2017 - 2030)

Solution

Services

Technology Outlook (Revenue, USD Million, 2017 - 2030)

Cellular Networks

Wi-Fi

Bluetooth

Others

End Use Outlook (Revenue, USD Million, 2017 - 2030)

Consumer Electronics

Automotive

IT & Telecommunications

Aerospace and Defense

Healthcare

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

India

China

Japan

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

Kingdom of Saudi Arabia (KSA)

UAE

South Africa

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