

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

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
 - 1.3.1. Information Procurement
 - 1.3.2. Information or Data Analysis
 - 1.3.3. Market Formulation & Data Visualization
 - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. OVER-THE-AIR (OTA) TESTING MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Drivers Analysis
 - 3.3.2. Market Restraints Analysis
 - 3.3.3. Industry Opportunities
 - 3.3.4. Industry Challenges
- 3.4. Over-the-Air (OTA) Testing Market Analysis Tools
 - 3.4.1. Porter's Analysis
 - 3.4.1.1. Bargaining power of the suppliers
 - 3.4.1.2. Bargaining power of the buyers
 - 3.4.1.3. Threats of substitution
 - 3.4.1.4. Threats from new entrants
 - 3.4.1.5. Competitive rivalry
 - 3.4.2. PESTEL Analysis
 - 3.4.2.1. Political landscape

- 3.4.2.2. Economic and Social landscape
- 3.4.2.3. Technological landscape
- 3.4.2.4. Environmental landscape
- 3.4.2.5. Legal landscape

CHAPTER 4. OVER-THE-AIR (OTA) TESTING MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Over-the-Air (OTA) Testing Market: Component Movement Analysis, USD Million, 2023 & 2030
- 4.3. Solution
 - 4.3.1. Solution Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)
- 4.4. Services
 - 4.4.1. Services Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

CHAPTER 5. OVER-THE-AIR (OTA) TESTING MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. Over-the-Air (OTA) Testing Market: Technology Movement Analysis, USD Million, 2023 & 2030
- 5.3. Cellular Networks
 - 5.3.1. Cellular Networks Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)
- 5.4. Wi-Fi
 - 5.4.1. Wi-Fi Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)
- 5.5. Bluetooth
 - 5.5.1. Bluetooth Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)
- 5.6. Others
 - 5.6.1. Others Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

CHAPTER 6. OVER-THE-AIR (OTA) TESTING MARKET: END USE ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. Over-the-Air (OTA) Testing Market: End Use Movement Analysis, USD Million, 2023 & 2030
- 6.3. Consumer Electronics

6.3.1. Consumer Electronics Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

6.4. Automotive

6.4.1. Automotive Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

6.5. IT & Telecommunications

6.5.1. IT & Telecommunications Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

6.6. Aerospace and Defense

6.6.1. Aerospace and Defense Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

6.7. Healthcare

6.7.1. Healthcare Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

6.8. Others

6.8.1. Others Market Revenue Estimates and Forecasts, 2017 - 2030 (USD Million)

CHAPTER 7. OVER-THE-AIR (OTA) TESTING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Over-the-Air (OTA) Testing Market Share, By Region, 2023 & 2030, USD Million

7.2. North America

7.2.1. North America Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.2.2. North America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.2.3. North America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.2.4. North America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.2.5. U.S.

7.2.5.1. U.S. Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.2.5.2. U.S. Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.2.5.3. U.S. Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.2.5.4. U.S. Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.2.6. Canada

7.2.6.1. Canada Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.2.6.2. Canada Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.2.6.3. Canada Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.2.6.4. Canada Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.2.7. Mexico

7.2.7.1. Mexico Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.2.7.2. Mexico Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.2.7.3. Mexico Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.2.7.4. Mexico Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Europe Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.3.2. Europe Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.3.3. Europe Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.3.4. Europe Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.3.5. UK

7.3.5.1. UK Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.3.5.2. UK Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.3.5.3. UK Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.3.5.4. UK Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.3.6. Germany

7.3.6.1. Germany Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.3.6.2. Germany Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.3.6.3. Germany Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.3.6.4. Germany Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.3.7. France

7.3.7.1. France Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.3.7.2. France Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.3.7.3. France Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.3.7.4. France Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Asia Pacific Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.2. Asia Pacific Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.3. Asia Pacific Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.4.4. Asia Pacific Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4.5. China

7.4.5.1. China Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.5.2. China Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.5.3. China Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.4.5.4. China Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4.6. Japan

7.4.6.1. Japan Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.6.2. Japan Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.6.3. Japan Over-the-Air (OTA) Testing Market Estimates and Forecasts, by

Technology, 2017 - 2030 (USD Million)

7.4.6.4. Japan Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4.7. India

7.4.7.1. India Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.7.2. India Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.7.3. India Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.4.7.4. India Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4.8. South Korea

7.4.8.1. South Korea Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.8.2. South Korea Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.8.3. South Korea Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.4.8.4. South Korea Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.4.9. Australia

7.4.9.1. Australia Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.4.9.2. Australia Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.4.9.3. Australia Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.4.9.4. Australia Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.5. Latin America

7.5.1. Latin America Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.5.2. Latin America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.5.3. Latin America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.5.4. Latin America Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.5.5. Brazil

7.5.5.1. Brazil Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.5.5.2. Brazil Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.5.5.3. Brazil Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.5.5.4. Brazil Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.6. Middle East and Africa

7.6.1. Middle East & Africa Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.6.2. Middle East & Africa (MEA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.6.3. Middle East & Africa (MEA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.6.4. Middle East & Africa (MEA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.6.5. Kingdom of Saudi Arabia (KSA)

7.6.5.1. Kingdom of Saudi Arabia (KSA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.6.5.2. Kingdom of Saudi Arabia (KSA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.6.5.3. Kingdom of Saudi Arabia (KSA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.6.5.4. Kingdom of Saudi Arabia (KSA) Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.6.6. UAE

7.6.6.1. UAE Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.6.6.2. UAE Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.6.6.3. UAE Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.6.6.4. UAE Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

7.6.7. South Africa

7.6.7.1. South Africa Over-the-Air (OTA) Testing Market Estimates and Forecasts, 2017 - 2030 (USD Million)

7.6.7.2. South Africa Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Component, 2017 - 2030 (USD Million)

7.6.7.3. South Africa Over-the-Air (OTA) Testing Market Estimates and Forecasts, by Technology, 2017 - 2030 (USD Million)

7.6.7.4. South Africa Over-the-Air (OTA) Testing Market Estimates and Forecasts, by End Use, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis by Key Market Participants

8.2. Company Categorization

8.3. Company Market Positioning

8.4. Company Market Share Analysis

8.5. Company Heat Map Analysis

8.6. Strategy Mapping

8.6.1. Expansion

8.6.2. Mergers & Acquisition

8.6.3. Partnerships & Collaborations

8.6.4. New Product Launches

8.6.5. Research And Development

8.7. Company Profiles

8.7.1. Anritsu

8.7.1.1. Participant's Overview

8.7.1.2. Financial Performance

8.7.1.3. Product Benchmarking

8.7.1.4. Recent Developments

8.7.2. Rohde & Schwarz

8.7.2.1. Participant's Overview

8.7.2.2. Financial Performance

8.7.2.3. Product Benchmarking

8.7.2.4. Recent Developments

8.7.3. Keysight Technologies

8.7.3.1. Participant's Overview

8.7.3.2. Financial Performance

8.7.3.3. Product Benchmarking

8.7.3.4. Recent Developments

8.7.4. ETS-Lindgren

8.7.4.1. Participant's Overview

8.7.4.2. Financial Performance

- 8.7.4.3. Product Benchmarking
- 8.7.4.4. Recent Developments
- 8.7.5. Bluetest AB
 - 8.7.5.1. Participant's Overview
 - 8.7.5.2. Financial Performance
 - 8.7.5.3. Product Benchmarking
 - 8.7.5.4. Recent Developments
- 8.7.6. T?V Rheinland
 - 8.7.6.1. Participant's Overview
 - 8.7.6.2. Financial Performance
 - 8.7.6.3. Product Benchmarking
 - 8.7.6.4. Recent Developments
- 8.7.7. SGS Soci?t? G?n?rale de Surveillance SA.
 - 8.7.7.1. Participant's Overview
 - 8.7.7.2. Financial Performance
 - 8.7.7.3. Product Benchmarking
 - 8.7.7.4. Recent Developments
- 8.7.8. MVG
 - 8.7.8.1. Participant's Overview
 - 8.7.8.2. Financial Performance
 - 8.7.8.3. Product Benchmarking
 - 8.7.8.4. Recent Developments
- 8.7.9. UL LLC
 - 8.7.9.1. Participant's Overview
 - 8.7.9.2. Financial Performance
 - 8.7.9.3. Product Benchmarking
 - 8.7.9.4. Recent Developments
- 8.7.10. Intertek Group plc
 - 8.7.10.1. Participant's Overview
 - 8.7.10.2. Financial Performance
 - 8.7.10.3. Product Benchmarking
 - 8.7.10.4. Recent Developments

List Of Tables

LIST OF TABLES

Table 1 Global Over-the-Air (OTA) Testing Market revenue estimates and forecast, by component, 2017 - 2030 (USD Million)

Table 2 Global Over-the-Air (OTA) Testing Market revenue estimates and forecast, by technology, 2017 - 2030 (USD Million)

Table 3 Global Over-the-Air (OTA) Testing Market revenue estimates and forecast, by end use, 2017 - 2030 (USD Million)

Table 4 Global Over-the-Air (OTA) Testing Market revenue estimates and forecast, by region, 2017 - 2030 (USD Million)

Table 5 North America Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 6 U.S. Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 7 Canada Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 8 Mexico Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 9 Europe Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 10 UK Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 11 Germany Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 12 France Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 13 Asia Pacific Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 14 China Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 15 India Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 16 Japan Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 17 South Korea Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 18 Australia Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 19 Latin America Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 20 Brazil Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 21 Middle East & Africa Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 22 Kingdom of Saudi Arabia (KSA) Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 23 UAE Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 24 South Africa Over-the-Air (OTA) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 25 Participant's Overview

Table 26 Financial Performance

Table 27 Product Benchmarking

Table 28 Key companies undergoing expansion

Table 29 Key companies involved in mergers & acquisitions

Table 30 Key companies undertaking partnerships and collaboration

Table 31 Key companies launching new product/service launches

List Of Figures

LIST OF FIGURES

- Fig. 1 Telecom Service Assurance Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Market Snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Competitive landscape snapshot
- Fig. 9 Parent market value, 2023 (USD Million)
- Fig. 10 Telecom Service Assurance Market - Industry Value Chain Analysis
- Fig. 11 Telecom Service Assurance Market dynamics
- Fig. 12 Telecom Service Assurance Market: Porter's analysis
- Fig. 13 Telecom Service Assurance Market: PESTEL analysis
- Fig. 14 Telecom Service Assurance Market, by component: key takeaways
- Fig. 15 Telecom Service Assurance Market, by component: market share, 2023 & 2030
- Fig. 16 Telecom Service Assurance Market estimates & forecasts, by solution, 2018 - 2030 (USD Million)
- Fig. 17 Telecom Service Assurance Market estimates & forecasts, by probe system, 2018 - 2030 (USD Million)
- Fig. 18 Telecom Service Assurance Market estimates & forecasts, by network management, 2018 - 2030 (USD Million)
- Fig. 19 Telecom Service Assurance Market estimates & forecasts, by workforce management, 2018 - 2030 (USD Million)
- Fig. 20 Telecom Service Assurance Market estimates & forecasts, by fault management, 2018 - 2030 (USD Million)
- Fig. 21 Telecom Service Assurance Market estimates & forecasts, by quality monitoring, 2018 - 2030 (USD Million)
- Fig. 22 Telecom Service Assurance Market estimates & forecasts, by others, 2018 - 2030 (USD Million)
- Fig. 23 Telecom Service Assurance Market estimates & forecasts, by services, 2018 - 2030 (USD Million)
- Fig. 24 Telecom Service Assurance Market estimates & forecasts, by professional services, 2018 - 2030 (USD Million)
- Fig. 25 Telecom Service Assurance Market estimates & forecasts, by managed

services, 2018 - 2030 (USD Million)

Fig. 26 Telecom Service Assurance Market, by operator: key takeaways

Fig. 27 Telecom Service Assurance Market, by operator: market share, 2023 & 2030

Fig. 28 Telecom Service Assurance Market estimates & forecasts, by mobile operator, 2018 - 2030 (USD Million)

Fig. 29 Telecom Service Assurance Market estimates & forecasts, by fixed operator, 2018 - 2030 (USD Million)

Fig. 30 Telecom Service Assurance Market, by deployment: key takeaways

Fig. 31 Telecom Service Assurance Market, by deployment: market share, 2023 & 2030

Fig. 32 Telecom Service Assurance Market estimates & forecasts, by on-premise, 2018 - 2030 (USD Million)

Fig. 33 Telecom Service Assurance Market estimates & forecasts, by cloud, 2018 - 2030 (USD Million)

Fig. 34 Telecom Service Assurance Market, by enterprise size: key takeaways

Fig. 35 Telecom Service Assurance Market, by enterprise size: market share, 2023 & 2030

Fig. 36 Telecom Service Assurance Market estimates & forecasts, by large enterprises, 2018 - 2030 (USD Million)

Fig. 37 Telecom Service Assurance Market estimates & forecasts, by small & medium enterprises, 2018 - 2030 (USD Million)

Fig. 38 North America Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 39 U.S. Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 40 Canada Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 41 Mexico Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 42 Europe Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 43 UK Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 44 Germany Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 45 France Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 46 Asia Pacific Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 47 China Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 48 India Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 49 Japan Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 50 South Korea Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 51 Australia Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 52 Latin America Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 53 Brazil Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 54 Middle East & Africa Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 55 Kingdom of Saudi Arabia (KSA) Telecom Service Assurance Market, 2018 -

2030 (USD Million)

Fig. 56 UAE Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 57 South Africa Telecom Service Assurance Market, 2018 - 2030 (USD Million)

Fig. 58 Key company categorization

Fig. 59 Company market positioning

Fig. 60 Company market share analysis, 2023

Fig. 61 Strategic Framework

I would like to order

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