

# Over-the-Air (OTA) Testing Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global over-the-air (OTA) testing market size reached US\$ 2.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.6 Billion by 2028, exhibiting a growth rate (CAGR) of 8.2% during 2023-2028.

Over-the-air (OTA) testing refers to an effective method for evaluating the antenna and radiated performance of various wireless devices such as laptops, tablets, smartphones, Internet of Things (IoT) peripherals, routers, etc. The device is placed in a free space environment inside a test chamber, where real-life situations are simulated. OTA testing assists development teams in increasing product reliability and enhancing the end-user experience by identifying the problematic areas. It is also done to certify certain appliances according to the set standards. As a result, OTA testing is utilized across several industrial verticals, including automotive and transportation, aerospace and defense, telecommunication and consumer devices, etc.

Over-the-Air (OTA) Testing Market Trends:

The increasing need for evaluating and certifying the reliability and RF performance characteristics of wireless devices according to the Cellular Telecommunications and Internet Association (CTIA) standards is primarily driving the global over-the-air (OTA) testing market. In addition to this, the introduction of highly integrated radio frontends for satellite communications links is also catalyzing the demand for OTA testing. Furthermore, several OEMs are focusing on integrating OTA capabilities into autonomous cars, which in turn is propelling the requirement for OTA testing. Besides this, the rising adoption of Advanced Television Systems Committee (ATSC) standards for supporting high-efficiency video coding, enhancing reception signals, and improving viewer experience is creating a positive outlook for the market. Moreover, the emerging

trend of smart cities and the escalating penetration of IoT, AI, Bluetooth, Wi-Fi, and cellular networks are acting as growth-inducing factors. Apart from this, numerous key players are investing significantly in developing OTA solutions to pave the way for mmWave and massive MIMO antennas. This, in confluence with the evolving 5G technology, is projected to fuel the global over-the-air (OTA) testing market during the forecasted period.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global over-the-air (OTA) testing market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on technology, application and industry vertical.

#### Breakup by Technology:

- Cellular
- Bluetooth
- Wi-Fi

#### Breakup by Application:

- Mobile Payment System
- Home Automation
- Utilities Management System
- Traffic Control System
- Others

#### Breakup by Industry Vertical:

- Aerospace and Defense
- Consumer Electronics
- Automotive
- Logistics and Transportation
- Healthcare

#### Breakup by Region:

- North America
- United States

Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Anritsu Corporation, BluFlux LLC, Bureau Veritas, CETECOM GmbH (RWT?V e.V.), Element Materials Technology, Eurofins Scientific SE, Intertek Group plc, Keysight Technologies, Microwave Vision Group (MVG), Rohde & Schwarz GmbH & Co KG, SGS S.A. and UL Solutions.

#### Key Questions Answered in This Report:

How has the global over-the-air (OTA) testing market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global over-the-air (OTA) testing market?

What are the key regional markets?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global over-the-air (OTA) testing market and who are the key players?

What is the degree of competition in the industry?

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