

Wireless Connectivity Market by Technology (Bluetooth, Wi-Fi, Ultra-Wide Band, NFC, Cellular, Zigbee, GPS, and Others), Network Type (Wireless Wide Area Network (WWAN), Wireless Personal Area Network (WPAN), Wireless Local Area Network (WLAN)), End User (Automotive and Transportation, Building Automation, Consumer Electronics and Wearables, Energy and Utilities, Healthcare, Industrial, IT and Telecom, and Others), and Region 2024-2032

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Abstracts

The global wireless connectivity market size reached US\$ 122.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 321.7 Billion by 2032, exhibiting a growth rate (CAGR) of 11% during 2024-2032.

Wireless connectivity refers to a computer network that usually employs radio waves to facilitate communication between network nodes and allows devices to remain connected to the network while roaming within the coverage area. It does not require cables, wires, and cords for connection. As compared to a wired network, wireless connectivity offers better mobility and provides superior connectivity to Wi-Fi hotspots at various places. Apart from this, wireless connectivity is easy to install and is a flexible and cost-effective solution that helps access information, updates the networks to meet new configurations, and reduces the utilization of cables that are cumbersome to set up and impose safety threats. Based on these properties, wireless connectivity is used by end-users to enhance security, perform tracking, access the internet, and link devices by utilizing Wi-Fi, Bluetooth, and Z-Wave solutions. At present, it is commercially available in cellular machine-to-machine (M2M), satellite, and WLAN types.

Wireless Connectivity Market Trends:

The growing proliferation of the internet and smartphone users, the widespread adoption of cloud computing and the Internet of Things (IoT)-enabled platforms, and the large-scale installation of wireless sensors in smart infrastructure are primarily driving the market growth. This is further influenced by the surging consumer awareness regarding the benefits of wireless connectivity and the escalating demand for low-power wide-area (LPWA) networks. In line with this, the favorable initiatives by governments to develop smart cities have prompted manufacturers to incorporate various wireless surveillance cameras for asset monitoring and smart lighting technologies, which are acting as another growth-inducing factor. Moreover, the advent of artificial intelligence (AI) solutions and the extensive integration of near-field communication (NFC), ZigBee, and thread technologies are propelling the market growth. Apart from this, the emergence of fifth-generation (5G) cellular networks, the escalating need for Wi-Fi in residential and commercial areas, and ongoing research and development (R&D) activities are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global wireless connectivity market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on technology, network type and end user.

Breakup by Technology:

- Bluetooth
- Wi-Fi
- Ultra-Wide Band
- NFC
- Cellular
- Zigbee
- GPS
- Others

Breakup by Network Type:

- Wireless Wide Area Network (WWAN)
- Wireless Personal Area Network (WPAN)
- Wireless Local Area Network (WLAN)

Breakup by End User:

- Automotive and Transportation
- Building Automation
- Consumer Electronics and Wearables
- Energy and Utilities
- Healthcare
- Industrial
- IT and Telecom
- Others

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 Broadcom Inc., Infineon Technologies AG, Intel Corporation, MediaTek Inc., Microchip Technology Inc., Nordic Semiconductor, NXP Semiconductors N.V., Panasonic Holdings Corporation, STMicroelectronics N.V. and Texas Instruments Incorporated.

Key Questions Answered in This Report

1. What was the size of the global wireless connectivity market in 2023?
2. What is the expected growth rate of the global wireless connectivity market during 2024-2032?
3. What are the key factors driving the global wireless connectivity market?
4. What has been the impact of COVID-19 on the global wireless connectivity market?
5. What is the breakup of the global wireless connectivity market based on the technology?
6. What is the breakup of the global wireless connectivity market based on the end user?
7. What are the key regions in the global wireless connectivity market?
8. Who are the key players/companies in the global wireless connectivity market?

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