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OTA Testing Market by Offering (Hardware, and Services), Technology (5G, LTE, UMTS, GSM, and CDMA), Applications (Telecommunication & Consumer Devices, Automotive , Smart City, Industrial), and Geography - Global Forecast to 2023

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Abstracts

“Increasing precompliant testing for 5G and growing IoT application to fuel the growth of the OTA testing market”

The OTA testing market is estimated to be valued at USD 1.09 billion in 2018 and is expected to be worth USD 1.77 billion by 2023, growing at a CAGR of 10.13% between 2018 and 2023. The growth of the OTA testing market is propelled by the evolving 5G technology and the growing IoT market. However, OTA testing acting as a non-ideal solution for devices with large form factors acts as a restraint for the growth of the overall market. Major challenges for the OTA testing market is antenna array complexity, antenna calibration, and antenna irregularity.

“Increasing adoption of autonomous and connected cars has propelled the growth of automotive applications in the OTA testing market”

The increasing demand for connected cars and smart solutions, along with autonomous cars, is a major factor that has led to the growth of OTA testing across automotive and transportation. Automotive wireless systems use an OTA test methodology to perform interoperability and performance testing, first on the telematics unit including antenna cluster in the lab, and later on the prototype vehicle with both telematics unit and antenna cluster. Multiple input multiple output (MIMO) OTA performance testing is used to assess user experience by replicating real-world radio network conditions as seen by the vehicle antenna cluster. MIMO OTA testing uses channel emulators in conjunction

with either an anechoic chamber or a reverberation chamber to accurately emulate urban, suburban, rural, and indoor radio environments.

“APAC and North America are the major markets for the OTA testing market”

In 2017, APAC held the largest market share, and it offers the fastest-growing OTA testing market. Countries such as China, Japan, South Korea, and India are investing heavily in the implementation of IoT and M2M communication in infrastructure, which is expected to drive the OTA testing market in APAC. APAC is also the largest consumer of telecommunication and consumer devices such as smartphones, tablets, and laptops. There are still many projects to be initialized during the forecast period; these offer tremendous growth opportunities for smart solution vendors. North America is expected to follow APAC and accounts for the second-largest share of the OTA testing market. Government spending in IoT is an important factor driving the OTA testing market in North America. Europe comes after North America regarding the OTA testing market. The European Commission has created an Alliance for IoT innovation, which aims at contributing to the IoT market by bringing in new technological advancements that would help some of the major applications such as smart home, industrial, automotive, and transportation.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key experts. The breakup of the profile of primary participants is given below:

By Company Type: Tier 1 = 35%, Tier 2 = 40%, and Tier 3 = 35%

By Designation: C-Level Executives = 50%, Directors = 35%, and Others = 15%

By Region: North America = 35%, Europe = 22%, APAC = 30%, and RoW = 13%

Key players profiled in this report are Intertek (UK), Bureau Veritas (France), Anritsu (Japan), Keysight (US), and Rohde & Schwarz (Germany).

Research Coverage:

The report estimates the market size and future growth potential of the OTA testing

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market across different segments such as offering, technology, application, and geography. Furthermore, the report also includes the industry trends, market dynamics, and competitive analysis of the key players in the market, along with their company profiles, competitive leadership mapping, and recent developments.

Key Benefits of Buying the Report:

The report would help the market leaders/new entrants in this market by providing them the closest approximations of the revenue numbers for the OTA testing segments and subsegments. This report would help stakeholders to better understand the competitor landscape and gain more insights to better position their businesses and make suitable go-to-market strategies. This report also helps the stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 DEFINITION
1.3 STUDY SCOPE
  1.3.1 MARKETS COVERED
  1.3.2 GEOGRAPHIC SCOPE
  1.3.3 YEARS CONSIDERED FOR THIS STUDY
1.4 CURRENCY
1.5 LIMITATIONS
1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
  2.1.1 SECONDARY DATA
    2.1.1.1 Key data from secondary sources
  2.1.2 PRIMARY DATA
    2.1.2.1 Breakdown of primaries
    2.1.2.2 Key data from primary sources
  2.1.3 SECONDARY AND PRIMARY RESEARCH
    2.1.3.1 Key industry insights
2.2 MARKET SIZE ESTIMATION
2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE OTA TESTING MARKET
4.2 OTA TESTING MARKET, BY OFFERING
4.3 OTA TESTING MARKET, BY TECHNOLOGY
4.4 OTA TESTING MARKET, BY APPLICATION AND REGION
4.5 OTA TESTING MARKET, BY GEOGRAPHY

5 MARKET OVERVIEW

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5.1 INTRODUCTION
5.2 MARKET DYNAMICS
5.2.1 DRIVERS
5.2.1.1 Evolving 5G technology to drive the OTA testing market
5.2.1.2 Growing IoT market facilitates higher use of OTA testing devices
5.2.1.3 OTA testing across supply chain
5.2.2 RESTRAINTS
5.2.2.1 OTA testing, a non-ideal solution for large form-factor devices
5.2.3 OPPORTUNITIES
5.2.3.1 Consolidation of IoT development and RF-proficient companies
5.2.4 CHALLENGES
5.2.4.1 Lack of support for OTA in radiated two-stage testing
5.2.4.2 Antenna array complexity, calibration, and irregularity

6 OTA TESTING MARKET, BY TYPE

6.1 INTRODUCTION
6.2 CELLULAR OTA
6.3 WI-FI
6.4 BLUETOOTH
6.5 OTHERS

7 OTA TESTING MARKET, BY OFFERING

7.1 INTRODUCTION
7.2 HARDWARE
7.3 SERVICES

8 OTA TESTING MARKET, BY TECHNOLOGY

8.1 INTRODUCTION
8.2 CDMA
8.3 GSM
8.4 UMTS
8.5 LTE
8.6 5G

9 OTA TESTING MARKET, BY APPLICATION

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info@marketpublishers.com

9.1 INTRODUCTION
9.2 TELECOMMUNICATION AND CONSUMER DEVICES
  9.2.1 MOBILE PHONES
  9.2.2 LAPTOPS, NOTEBOOKS, AND TABLETS
  9.2.3 DATA CARD AND MODEMS
9.3 AUTOMOTIVE & TRANSPORTATION
  9.3.1 INTELLIGENT TRANSPORTATION SYSTEM
  9.3.2 AUTONOMOUS VEHICLES
9.4 SMART CITY
9.5 INDUSTRIAL
9.6 OTHERS

10 GEOGRAPHIC ANALYSIS

10.1 INTRODUCTION
10.2 NORTH AMERICA
  10.2.1 US
  10.2.2 CANADA
  10.2.3 MEXICO
10.3 EUROPE
  10.3.1 UK
  10.3.2 GERMANY
  10.3.3 FRANCE
  10.3.4 SPAIN
  10.3.5 REST OF EUROPE
10.4 ASIA PACIFIC
  10.4.1 JAPAN
  10.4.2 CHINA
  10.4.3 INDIA
  10.4.4 SOUTH KOREA
  10.4.5 TAIWAN
  10.4.6 SINGAPORE
  10.4.7 REST OF APAC
10.5 ROW
  10.5.1 MIDDLE EAST & AFRICA
  10.5.2 SOUTH AMERICA

11 COMPETITIVE LANDSCAPE

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11.1 OVERVIEW
11.2 RANKING ANALYSIS OF KEY PLAYERS IN THE OTA TESTING MARKET
11.3 COMPETITIVE SITUATIONS AND TRENDS
  11.3.1 SERVICE LAUNCH AND EXPANSIONS
  11.3.2 COLLABORATION, EXPANSION, AND PARTNERSHIP
  11.3.3 ACQUISITIONS

12 COMPANY PROFILE

12.1 KEY PLAYERS

(Business overview, Products offered, Recent developments, MNM view, SWOT analysis)*

  12.1.1 INTERTEK
  12.1.2 BUREAU VERITAS
  12.1.3 ANRITSU
  12.1.4 KEYSIGHT
  12.1.5 ROHDE & SCHWARZ
  12.1.6 EUROFINS SCIENTIFIC
  12.1.7 UL LLC
  12.1.8 MVG
  12.1.9 SGS
  12.1.10 CETECOM

*Business overview, Products offered, Recent developments, MNM view, SWOT analysis might not be captured in case of unlisted companies.

12.2 OTHER KEY PLAYERS
  12.2.1 ETS LINDGREN
  12.2.2 T?V RHEINLAND
  12.2.3 ELECTRO MAGNETIC TEST, INC.
  12.2.4 TESTILABS
  12.2.5 OCTOSCOPE, INC.
12.3 KEY INNOVATORS
  12.3.1 VERKOTAN
  12.3.2 SPIRENT COMMUNICATIONS
  12.3.3 BLUFLUX, LLC

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12.3.4 ELEMENT MATERIALS TECHNOLOGY
12.3.5 NATIONAL TECHNICAL SYSTEMS

13 APPENDIX

13.1 INSIGHTS OF INDUSTRY EXPERTS
13.2 QUESTIONNAIRE FOR OTA TESTING MARKET
13.3 KNOWLEDGE STORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
13.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
13.5 AVAILABLE CUSTOMIZATIONS
13.6 RELATED REPORT
13.7 AUTHOR DETAILS

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List Of Tables

LIST OF TABLES

Table 1 OTA TESTING MARKET, BY OFFERING, 2015–2023 (USD MILLION)
Table 2 OTA TESTING MARKET, BY TECHNOLOGY, 2015–2023 (USD MILLION)
Table 3 OTA TESTING MARKET, BY APPLICATION, 2015–2023 (USD MILLION)
Table 4 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES, BY REGION, 2015–2023 (USD MILLION)
Table 5 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 6 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 7 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN APAC, BY COUNTRY, 2015–2023 (USD MILLION)
Table 8 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN ROW, BY REGION, 2015–2023 (USD MILLION)
Table 9 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN SOUTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 10 OTA TESTING MARKET FOR TELECOMMUNICATION AND CONSUMER DEVICES IN MEA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 11 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION, BY REGION, 2015–2023 (USD MILLION)
Table 12 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 13 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 14 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN APAC, BY COUNTRY 2015–2023 (USD MILLION)
Table 15 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN ROW, BY REGION, 2015–2023 (USD MILLION)
Table 16 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN SOUTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 17 OTA TESTING MARKET FOR AUTOMOTIVE & TRANSPORTATION IN MEA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 18 OTA TESTING MARKET FOR SMART CITY APPLICATION, BY REGION, 2015–2023 (USD MILLION)
Table 19 OTA TESTING MARKET FOR SMART CITY APPLICATION IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)

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Table 20 OTA TESTING MARKET FOR SMART CITY APPLICATION IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 21 OTA TESTING MARKET FOR SMART CITY APPLICATION IN APAC, BY COUNTRY, 2015–2023 (USD MILLION)
Table 22 OTA TESTING MARKET FOR SMART CITY APPLICATION IN ROW, BY REGION, 2015–2023 (USD MILLION)
Table 23 OTA TESTING MARKET FOR SMART CITY APPLICATION IN SOUTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 24 OTA TESTING MARKET FOR SMART CITY APPLICATION IN MEA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 25 OTA TESTING MARKET FOR INDUSTRIAL, BY REGION, 2015–2023 (USD MILLION)
Table 26 OTA TESTING MARKET FOR INDUSTRIAL IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 27 OTA TESTING MARKET FOR INDUSTRIAL IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 28 OTA TESTING MARKET FOR INDUSTRIAL IN APAC, BY COUNTRY, 2015–2023 (USD MILLION)
Table 29 OTA TESTING MARKET FOR INDUSTRIAL IN ROW, BY REGION, 2015–2023 (USD MILLION)
Table 30 OTA TESTING MARKET FOR INDUSTRIAL IN SOUTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 31 OTA TESTING MARKET FOR INDUSTRIAL IN MEA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 32 OTA TESTING MARKET FOR OTHERS, BY REGION, 2015–2023 (USD MILLION)
Table 33 OTA TESTING MARKET FOR OTHERS IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 34 OTA TESTING MARKET FOR OTHERS IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 35 OTA TESTING MARKET FOR OTHERS IN APAC, BY COUNTRY, 2015–2023 (USD MILLION)
Table 36 OTA TESTING MARKET FOR OTHERS IN ROW, BY REGION, 2015–2023 (USD MILLION)
Table 37 OTA TESTING MARKET FOR OTHERS IN SOUTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 38 OTA TESTING MARKET FOR OTHERS IN MEA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 39 OTA TESTING MARKET, BY REGION, 2015–2023 (USD MILLION)

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Table 40 OTA TESTING MARKET IN NORTH AMERICA, BY COUNTRY, 2015–2023 (USD MILLION)
Table 41 OTA TESTING MARKET IN NORTH AMERICA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 42 OTA TESTING MARKET IN THE US, BY APPLICATION, 2015–2023 (USD MILLION)
Table 43 OTA TESTING MARKET IN CANADA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 44 OTA TESTING MARKET IN MEXICO, BY APPLICATION, 2015–2023 (USD MILLION)
Table 45 OTA TESTING MARKET IN EUROPE, BY COUNTRY, 2015–2023 (USD MILLION)
Table 46 OTA TESTING MARKET IN EUROPE, BY APPLICATION, 2015–2023 (USD MILLION)
Table 47 OTA TESTING MARKET IN THE UK, BY APPLICATION, 2015–2023 (USD MILLION)
Table 48 OTA TESTING MARKET IN GERMANY, BY APPLICATION, 2015–2023 (USD MILLION)
Table 49 OTA TESTING MARKET IN FRANCE, BY APPLICATION, 2015–2023 (USD MILLION)
Table 50 OTA TESTING MARKET IN SPAIN, BY APPLICATION, 2015–2023 (USD MILLION)
Table 51 OTA TESTING MARKET IN THE REST OF EUROPE, BY APPLICATION, 2015–2023 (USD MILLION)
Table 52 OTA TESTING MARKET IN ASIA PACIFIC, BY COUNTRY, 2018–2023 (USD MILLION)
Table 53 OTA TESTING MARKET IN ASIA PACIFIC, BY APPLICATION, 2015–2023 (USD MILLION)
Table 54 OTA TESTING MARKET IN JAPAN, BY APPLICATION, 2015–2023 (USD MILLION)
Table 55 OTA TESTING MARKET IN CHINA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 56 OTA TESTING MARKET IN INDIA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 57 OTA TESTING MARKET IN SOUTH KOREA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 58 OTA TESTING MARKET IN TAIWAN BY APPLICATION, 2015–2023 (USD MILLION)
Table 59 OTA TESTING MARKET IN SINGAPORE BY APPLICATION, 2015–2023

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(USD MILLION)
Table 60 OTA TESTING MARKET IN THE REST OF APAC, BY APPLICATION, 2015–2023 (USD MILLION)
Table 61 OTA TESTING MARKET IN REST OF THE WORLD, BY REGION, 2015–2023 (USD MILLION)
Table 62 OTA TESTING MARKET IN REST OF THE WORLD, BY APPLICATION, 2015–2023 (USD MILLION)
Table 63 OTA TESTING MARKET IN THE MIDDLE EAST & AFRICA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 64 OTA TESTING MARKET IN SOUTH AMERICA, BY APPLICATION, 2015–2023 (USD MILLION)
Table 65 OTA TESTING MARKET: RANKING ANALYSIS OF KEY COMPANIES (SERVICE PROVIDERS)
Table 66 OTA TESTING MARKET: RANKING ANALYSIS OF KEY COMPANIES (TEST EQUIPMENT PROVIDERS)
Table 67 SERVICE LAUNCH AND EXPANSION (2016 & 2017)
Table 68 COLLABORATION, EXPANSION, AND PARTNERSHIP (2015–2017)
Table 69 ACQUISITIONS (2015–2017)

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About

The report "OTA Testing Market by Offering (Hardware, and Services), Technology (5G, LTE, UMTS, GSM, and CDMA), Applications (Telecommunication & Consumer Devices, Automotive, Smart City, Industrial), and Geography - Global Forecast to 2023", The OTA testing market is expected to grow from USD 1.09 Billion in 2018 to USD 1.77 Billion by 2023, at a CAGR of 10.13% between 2018 and 2023. The evolving 5G technology, implementation across value chain, and the growing IoT market are the key driving factors for the OTA testing market.

Major players in the OTA testing market include:

Intertek (UK),

Bureau Veritas (France),

Anritsu (Japan),

Keysight (US),

Rohde & Schwarz (Germany),

Eurofins (Luxembourg),

UL (US),

MVG (France),

SGS (Switzerland), and

Cetecom (Germany).

Telecommunication and consumer devices dominated the overall OTA testing market

Among applications, telecommunication and consumer devices held the largest market share of the overall OTA testing market in 2017. The increasing adoption of LTE

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technologies in consumer devices such as smartphones, tablets, and USB hotspots, among others, drives the increasing use of OTA testing services in telecommunications and consumer devices application.

Over-the-air (OTA) testing has become essential for engineers to evaluate and certify the reliability and performance characteristics of wireless devices, both for mobile and fixed locations. OTA testing lets engineers see what truly happens as the radio waves propagate over the air between the user equipment and the base station.

OTA testing market for 5G technology expected to grow at the highest CAGR during the forecast period

The need for new equipment and services will boost the growth of the OTA testing market for 5G technologies. OTA testing services for 5G are complex and done over the air as there are no connectors or probe points involved, which might enable conducted tests. The need for updating the OTA equipment and providing complex services for 5G will play a critical role in the development and validation of 5G, from R&D through conformance test, manufacturing, installation, and maintenance.

APAC expected to hold the largest market share and the highest growth rate

China, Japan, South Korea, and India are investing heavily in the implementation of IoT and M2M communication in infrastructure, which is expected to drive the OTA testing market in APAC. APAC is also the largest consumer of telecommunication and consumer devices such as smartphones, tablets, and laptops. There are still many projects to be initialized during the forecast period; these offer tremendous growth opportunities for smart solution vendors. South Korea and Singapore have high connectivity and smart solutions.

There are still many projects to be initialized during the forecast period. These projects offer tremendous growth opportunities for the smart solution vendors. In other regions, such as Europe, APAC, MEA, and South America, there is a wide scope for the development of smart cities as smart city solutions are only deployed in few cities.

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