

Zigbee Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Standard (ZigBee RF4CE, Zigbee PRO, Zigbee IP, Zigbee Remote Control 2.0, Zigbee 3.0), By Device Type (Zigbee Home Automation, Zigbee Light Link, Zigbee Smart Energy, Others), By Applications (Home Automation, Industrial Automation, Telecommunication Services, Healthcare, Retail Services, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/Z7CE4D49BF19EN.html>

Date: January 2026

Pages: 186

Price: US\$ 4,500.00 (Single User License)

ID: Z7CE4D49BF19EN

Abstracts

The Global Zigbee Market is projected to expand from USD 3.82 Billion in 2025 to USD 6.76 Billion by 2031, reflecting a CAGR of 9.98%. Built upon the IEEE 802.15.4 standard, Zigbee is a wireless communication protocol designed for low-power, close-range networking utilizing a mesh topology. The market is chiefly underpinned by the escalating demand for smart home automation and the essential requirement for energy-efficient systems within industrial settings. These driving forces ensure the technology remains integral for applications necessitating extended battery life and dependable connectivity, devoid of the complexities associated with high-bandwidth infrastructure.

However, the market faces a substantial obstacle in the form of emerging IP-based protocols that facilitate direct internet integration and wider interoperability. This competitive dynamic may impede growth within newer consumer ecosystems that emphasize seamless cross-platform compatibility. Despite these challenges, the technology sustains a significant footprint within the sector. As reported by the

Connectivity Standards Alliance, there were over one billion Zigbee devices deployed globally in 2025. This figure underscores the persistent reliance on the protocol for well-established control and monitoring networks.

Market Driver

The rapid adoption of smart home automation and connected devices serves as a primary engine for the Global Zigbee Market. This driver is fueled by increasing consumer preference for the seamless interoperability and mesh networking features that Zigbee offers, facilitating reliable communication across various household appliances. The protocol's capacity to support low-power, low-data-rate applications renders it well-suited for the growing ecosystem of sensors, locks, and control panels characteristic of modern smart homes. This momentum is reflected in the steady launch of compliant devices; according to the Connectivity Standards Alliance's '2023 Annual Report' published in May 2024, 301 new Zigbee Certified Products and Platforms were granted certification throughout 2023. This volume of certified products highlights the industry's dedication to broadening the smart home landscape through established standards.

Simultaneously, the rising demand for energy-efficient intelligent lighting systems provides a significant boost to market expansion. Both commercial and residential sectors are actively shifting toward connected LED solutions to maximize energy efficiency and cut operational costs, utilizing Zigbee's strong mesh architecture for scalable lighting control. As noted by Signify in its 'Annual Report 2023' from February 2024, the company's installed base of connected light points grew from 114 million to 124 million by the year's end. This increase in connected endpoints emphasizes the vital function of wireless protocols in administering large-scale lighting networks. Moreover, the semiconductor sector underpinning these deployments remains strong; according to NXP Semiconductors in February 2024, their Industrial & IoT segment generated revenue of USD 662 million in the fourth quarter of 2023. This financial result indicates sustained demand for the essential hardware powering both lighting and wider automation applications.

Market Challenge

The market encounters significant resistance due to the swift rise of IP-based protocols that enable direct internet integration and enhanced cross-platform interoperability. In contrast to Zigbee, which depends on a specialized mesh topology and frequently necessitates dedicated hubs for external connectivity, these newer protocols permit

devices to communicate natively with cloud services and various mobile ecosystems. This architectural distinction significantly restricts Zigbee's growth within modern smart home environments, where consumers increasingly seek plug-and-play simplicity and seamless compatibility across different brands without the burden of additional infrastructure.

The consequences of this transition are apparent in the rising certification rates for competing standards. According to the Connectivity Standards Alliance's '2024 Year in Review' report, the organization granted 2,473 new Matter certifications in 2024 alone. This accelerated adoption of the IP-based Matter standard indicates a distinct industry inclination toward technologies that provide wider interoperability, posing a direct challenge to Zigbee's growth potential in new product deployments. As manufacturers favor these versatile protocols to satisfy user expectations, Zigbee faces the risk of becoming marginalized within next-generation consumer IoT ecosystems.

Market Trends

The widespread adoption of concurrent multi-protocol silicon architectures is fundamentally transforming the market landscape. Semiconductor manufacturers are actively deploying Systems-on-Chip that support Zigbee alongside IP-based standards such as Thread, enabling legacy mesh networks to coexist within modern Matter ecosystems. This architectural advancement permits Zigbee devices to seamlessly bridge with cloud-native environments, thereby preserving the value of existing infrastructure while facilitating modernization without the need for complete hardware replacement. This hardware versatility is fueling sustained financial growth within the sector; according to Silicon Labs' 'Third Quarter 2025 Earnings Report' from November 2025, revenue for the Home & Life segment rose by 26% year-over-year to USD 88 million, driven by the increasing demand for these multi-protocol wireless solutions.

At the same time, expansion into large-scale commercial mesh networks, especially within the utility sector, constitutes a crucial and stable growth vector. Unlike consumer-oriented applications, these deployments utilize Zigbee's low-power mesh topology for Advanced Metering Infrastructure, where long-range reliability and minimal maintenance are essential. This utility-grade adoption effectively shields the technology from consumer market volatility, firmly establishing the protocol within critical national infrastructure projects. The magnitude of this deployment is reflected in recent government data; according to the Department for Energy Security and Net Zero's 'Q3 2025 Smart Meters Statistics Report' released in November 2025, over 40 million smart and advanced meters were functioning in Great Britain by the end of September 2025,

utilizing Zigbee connectivity for local data exchange.

Key Market Players

- Silicon Laboratories Inc.

- Texas Instruments Incorporated

- NXP Semiconductors N.V.

- STMicroelectronics N.V

- Qualcomm Technologies, Inc.

- Renesas Electronics Corporation

- Digi International Inc.

- Huawei Technologies Co., Ltd.

- Schneider Electric SE

- Toshiba Corporation

Report Scope

In this report, the Global Zigbee Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Zigbee Market, By Standard

- ZigBee RF4CE

- Zigbee PRO

- Zigbee IP

- Zigbee Remote Control 2.0

- Zigbee 3.0

- Zigbee Market, By Device Type

- Zigbee Home Automation

- Zigbee Light Link

- Zigbee Smart Energy

- Others

- Zigbee Market, By Applications

- Home Automation

- Industrial Automation

- Telecommunication Services

- Healthcare

- Retail Services

- Others

- Zigbee Market, By Region

- North America

- United States

- Canada

- Mexico

- Europe

- France

%li%%li%%li%United Kingdom

%li%%li%%li%Italy

%li%%li%%li%Germany

%li%%li%%li%Spain

%li%%li%%li%Asia Pacific

%li%%li%%li%China

%li%%li%%li%India

%li%%li%%li%Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Zigbee Market.

Available Customizations:

Global Zigbee Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

• Detailed analysis and profiling of additional market players (up to five).

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