

Asia Pacific General Mobile Radio Service (GMRS) Market Forecast to 2030– COVID-19 Impact and Regional Analysis– by Type (Handheld and In-vehicle), and Application (Recreational, Off-road, Agriculture, and Others)

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Abstracts

The Asia Pacific General Mobile Radio Service (GMRS) Market is expected to grow from US\$ 11.12 million in 2023 to US\$ 14.17 million by 2030. It is estimated to grow at a CAGR of 3.5% from 2023 to 2030.

Benefits of Using GMRS Radios in Agricultural Sector Fuel Asia Pacific General Mobile Radio Service (GMRS) Market

The agricultural sector is one of the main contributors to a country's GDP. To keep the agricultural sector running efficiently, the farmers or the farm operators use various farm equipment and devices such as tractors, combine or harvester, fertilizer spreaders, and radios. Farms usually do not have reliable cell phone coverage, which creates a need for general mobile radio service (GMRS) radios. GMRS radios are economically feasible compared to cell phones, as only initial equipment cost is required with no cost for daily communication. In addition, mobile GMRS radios can be used on tractors and are more resistant to falls than fragile mobile phones, leading to their adoption in complex farming environments.

Moreover, in agricultural communication, mobile GMRS radios allow the operator to set squelch levels according to situations such as wind noise and the sound of mechanical farming, thus improving the quality of communication between two users. In addition, GMRS enhances the performance and compatibility of tractors, seeders, loaders, and sprayers, which contributes to the demand for GMRS radios for efficient communication

in agricultural fields. A few players operating in the GMRS radios market, such as RETEVIS, MIDLAND Radio, and Rugged Radios, are providing GMRS radios to cater to the demand.

Thus, such feasibility offered by the GMRS radios over cell phones in agricultural fields is driving its adoption among farmers or farm operators, which is contributing to the market growth.

Asia Pacific General Mobile Radio Service (GMRS) Market Overview

In Asia Pacific, there is a rise in disposable income of the people with the growing economies of developing countries. This factor has increased the interest in travel among citizens. In addition, it has also propelled the interest of the citizens toward camping, hiking, hunting, and other outdoor recreational activities. These activities take place where the mobile networks are not reachable, leading to no communication in case of emergencies and medical help. Several countries in APAC use different types of radios at different frequencies. For instance, in China, public radio services are used at 409 MHz, India uses UHF FM service at 350.225–350.400 MHz, and South Korea uses UHF-FM at 448.750–449.2625 MHz. Thus, the growing need for these radios for two-way communication increases their use in the region.

Asia Pacific General Mobile Radio Service (GMRS) Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific General Mobile Radio Service (GMRS) Market Segmentation

The Asia Pacific General Mobile Radio Service (GMRS) Market is segmented into type, application, and country.

Based on type, the Asia Pacific General Mobile Radio Service (GMRS) Market is segmented into handheld and in-vehicle. The handheld segment held a larger share of the Asia Pacific General Mobile Radio Service (GMRS) Market in 2023.

Based on application, the Asia Pacific General Mobile Radio Service (GMRS) Market is segmented into recreational, off-road, agriculture, and other. The recreational segment held a larger share of the Asia Pacific General Mobile Radio Service (GMRS) Market in 2023.

Based on country, the Asia Pacific General Mobile Radio Service (GMRS) Market is

segmented into China, India, Japan, Australia, South Korea, and the Rest of Asia Pacific. China dominated the share of the Asia Pacific General Mobile Radio Service (GMRS) Market in 2023.

Fujian Baofeng Electronics Co Ltd; Hongkong Retevis Trade Co Ltd; Iradio Electronics Co Ltd; Midland Radio Corp; Quanzhou Chierda Electronic Telecom Co Ltd; QYT Electronics Co Ltd; Tidiradio; and WOUXUN ELECTRONICS CO., LTD. are the leading companies operating in the Asia Pacific General Mobile Radio Service (GMRS) Market.

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