

Europe Wireless Testing Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The Europe wireless testing market was valued at approximately USD 4.32 billion in 2023 and is projected to grow to around USD 9.09 billion by 2031, reflecting a compound annual growth rate (CAGR) of 9.8% during the forecast period from 2023 to 2031.

Drivers of Growth in the Europe Wireless Testing Market

The increasing adoption of wireless technologies across various sectors is a significant driver of the wireless testing market in Europe. In particular, the automotive industry is experiencing a transformation with the integration of wireless technologies in connected and autonomous vehicles. Wireless testing is crucial for ensuring the safety, reliability, and interoperability of these advanced systems. Vehicles now communicate with infrastructure (Vehicle-to-Infrastructure or V2I), other vehicles (Vehicle-to-Vehicle or V2V), and pedestrians (Vehicle-to-Pedestrian or V2P) to enhance safety and optimize traffic management. Wireless testing evaluates the performance of these communication protocols, ensuring effective real-time data exchange.

Modern vehicles are also equipped with Bluetooth and Wi-Fi-enabled infotainment systems, which facilitate seamless connectivity with smartphones and other devices. Wireless testing guarantees that these systems can connect efficiently and maintain stable connections, thereby improving the overall experience for drivers and passengers. The automotive sector relies heavily on wireless testing to ensure that connectivity modules function effectively across various applications, from infotainment to real-time traffic management. For example, in January 2024, Analog Devices, Inc. (ADI) and Rohde & Schwarz announced their collaboration to support the automotive

industry in adopting wireless battery management system (wBMS) technology, which offers several advantages over traditional wired systems, including technical, environmental, and cost benefits. They also introduced an automated testing solution designed for the verification and mass production of wireless devices.

As wireless technologies advance, they also introduce new security challenges. The IT and telecommunications sectors are under increasing pressure to safeguard user data and maintain network integrity, especially with the rise of cyber threats targeting connected devices. Wireless testing services play a vital role in identifying vulnerabilities and ensuring that wireless systems can mitigate potential security breaches. For instance, in December 2023, DEKRA, in partnership with TTC, launched a pioneering cybersecurity testing and certification program specifically for unmanned aerial vehicles (UAVs), marking a significant advancement in securing these critical devices against evolving digital threats. Thus, the demand for comprehensive wireless testing solutions is on the rise, driven by the growing adoption of wireless technologies in both the automotive and IT & telecom sectors.

Overview of the Europe Wireless Testing Market

Key economies in Europe, such as Germany, France, Italy, the UK, and Russia, are significant contributors to the wireless testing market. Collaborative efforts between government entities and major market players are propelling the growth of this sector. Additionally, the increasing focus of governments on enhancing the healthcare sector through the integration of advanced technologies is further driving the demand for wireless testing. The push towards connected and automated mobility aims to improve safety, transparency, and efficiency in transportation, which is a critical factor in the adoption of wireless technologies across Europe. These technologies are essential for developing intelligent transportation solutions. Furthermore, consumer preferences are shifting towards wireless audio and personal devices, which, along with the integration of technology in mobility and healthcare, and the rising demand for cloud computing, are fueling the growth of the wireless technology market in Europe.

Segmentation of the Europe Wireless Testing Market

The Europe wireless testing market is segmented based on offering, technology, application, and country.

By Offering: The market is divided into equipment and services, with the equipment segment further categorized into wireless device testing and wireless

network testing. In 2023, the equipment segment held a larger market share.

By Technology: The market is segmented into Bluetooth, Wi-Fi, GPS, 2G/3G, 4G/LTE, and 5G, with Bluetooth holding the largest share in 2023.

By Application: The market is categorized into consumer electronics, automotive, IT and telecommunications, energy and power, medical devices, aerospace and defense, industrial, and others. The IT and telecommunications segment was the largest in 2023.

By Country: The market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe, with Germany leading the market share in 2023.

Key Players in the Europe Wireless Testing Market

Prominent companies operating in the wireless testing market include Anritsu Corp, Bureau Veritas SA, DEKRA SE, EXFO Inc., Intertek Group Plc, Rohde and Schwarz GmbH and Co KG, SGS SA, ThinkPalm Technologies Pvt. Ltd., TUV Rheinland AG, and Viavi Solutions Inc. These companies are at the forefront of providing innovative wireless testing solutions.

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