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North America Wireless Antenna Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Omni-directional Antenna, Semi-directional Antenna, and Highly-directional Antenna), Omni-directional Antenna (Monopole Antenna, Dipole Antenna, Helical Antenna, and Other Omni-directional Antennas), Semi-directional Antenna (Patch, Panel, Sector, and Other Semi-directional Antennas), Highly-directional Antenna (Parabolic Dish, Grid Antenna, Yagi-Uda Antenna, and Other Highly-directional Antennas), Technology (5G, 4G or LTE, Wi-Fi, Bluetooth, GPS or GNSS, and Other Technologies), and Industry (Telecommunications, Consumer Electronics, Mining, Aerospace and Defense, Industrial, Automotive and Transportation, and Other Industries)

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Abstracts

The North America wireless antenna market is projected to grow significantly, reaching an estimated US$ 2,006.78 million by 2031, up from US$ 1,433.54 million in 2024. This growth represents a compound annual growth rate (CAGR) of 5.0% from 2025 to 2031.

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Executive Summary and Market Analysis

The North America wireless antenna market is divided into three primary regions: the United States, Canada, and Mexico. The expansion of fifth-generation (5G) networks in both the US and Canada is a major driver of this market, as telecom companies invest heavily in infrastructure to enhance data speeds and network capacity. In March 2023, the US General Services Administration (GSA) issued straightforward acquisition guidance to help federal agencies procure 5G wireless technology. This initiative aims to facilitate the adoption of 5G, which promises faster data transfer rates, improved energy efficiency, increased network capacity, and better device connectivity. The guidance is part of a larger, multi-agency effort to share best practices for effective 5G implementation across government operations.

In the aerospace sector, various companies are providing advanced wireless antenna systems. For instance, in December 2023, Raytheon, a subsidiary of RTX, was awarded a contract to design, develop, and test two high-power microwave antenna systems. These systems are intended to utilize directed energy technology to neutralize airborne threats quickly and are designed for durability and mobility, allowing for rapid deployment in frontline operations.

Strategic Insights

Market Segmentation Analysis

The North America wireless antenna market can be analyzed through several key segments, including product type, technology, and industry.

Product Type: The market is categorized into omni-directional, semi-directional, and highly-directional antennas. In 2024, the omni-directional antenna segment held the largest market share. Further segmentation of omni-directional antennas includes monopole, dipole, helical, and others, with monopole antennas leading the market.

Semi-Directional Antennas: This segment includes patch, panel, sector, and other types, with patch antennas dominating the market share in 2024.

Highly-Directional Antennas: This category encompasses parabolic dish, grid, yagi-uda antennas, and others, with parabolic dish antennas holding the largest share.

Technology: The market is segmented into 5G, 4G or LTE, Wi-Fi, Bluetooth, GPS or GNSS, and others, with the 5G segment being the largest in 2024.

Industry: The market is divided into telecommunications, consumer electronics, mining, aerospace and defense, industrial, automotive and transportation, and others, with telecommunications leading the market share.

Market Outlook

The Internet of Things (IoT) technology is a crucial element in modern smart homes and wearable devices, enhancing automation and comfort. The increasing focus on smart home development and the rise of wearable devices in industrial applications are driving demand for wireless antennas that provide extensive coverage, high data throughput, and low signal latency. These antennas are essential for maintaining continuous connectivity across smart homes, wearables, and various industrial applications. As homes integrate smart lighting, security systems, voice assistants, and appliances, the need for reliable and fast wireless connectivity is surging. Wireless antennas utilizing Bluetooth, Wi-Fi, Zigbee, and other protocols facilitate seamless data transfer in complex residential environments.

According to a report by the Consumer Technology Association (CTA), the total installation of smart home devices in the US reached 432.6 million units in 2023, including 55.8 million smart home security cameras. These cameras rely on wireless antennas for real-time alerts. For example, CCTV Camera Pros, LLC offers the WIFI-EH9500, a wireless camera antenna featuring two long-range antennas that operate at 5GHz to avoid interference from 2.4GHz devices, creating a robust wireless network for IP security cameras.

The demand for connected home security systems is driving the need for advanced wireless antennas capable of meeting the bandwidth and coverage requirements of these technologies.

Additionally, a survey by Rock Health, Inc. revealed that 44% of Americans owned wearable health tracking devices in 2023, such as smartwatches and smart rings. These devices depend on wireless connectivity, necessitating the development of compact antennas that can operate effectively in limited spaces and amidst body interference. This trend is pushing market players to innovate smaller wireless antennas

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to meet consumer demands.

Country Insights

The North America wireless antenna market is primarily composed of the US, Canada, and Mexico, with the US holding the largest market share in 2024. The US market is evolving due to advancements in wireless communication technologies, the widespread rollout of 5G, and increasing IoT integration. Major telecom providers like Verizon, AT&T, and T-Mobile are expanding their 5G networks, which has heightened the demand for high-performance antenna solutions, particularly small cell and MIMO technologies. As of early 2024, over 75% of US mobile subscribers have access to 5G services.

The Office of Management and Budget (OMB) is also enhancing IoT cybersecurity across federal agencies, mandating a comprehensive inventory of IoT assets by the end of fiscal year 2024 to mitigate security risks associated with interconnected devices.

Company Profiles

Key players in the North America wireless antenna market include 2J Antennas S.R.O., Airgain, Inc., Cisco Systems Inc, Ezurio, Galtronics USA, Inc., Huawei Technologies Co Ltd, Hubbell Inc, Johanson Technology Incorporated, Mobile Mark, Inc, Panorama Antennas Ltd., Parsec Technologies, PCTEL Inc., Pulse Electronics, Quectel Wireless Solutions Co Ltd, Sinclair Technologies Inc, Taoglas, and TE Connectivity Ltd. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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