

South & Central 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 wireless antenna market in South and Central America is projected to grow significantly, reaching an estimated US\$ 281.04 million by 2031, up from US\$ 218.12 million in 2024. This growth represents a compound annual growth rate (CAGR) of 3.8% from 2025 to 2031.

Executive Summary and Market Analysis

The South and Central America wireless antenna market is primarily segmented into Brazil, Argentina, and other regions within South and Central America. The surge in the adoption of smartphones, tablets, and Internet of Things (IoT) devices is a major factor driving the demand for reliable antenna solutions, which are essential for ensuring seamless connectivity. Furthermore, industries such as manufacturing and logistics are increasingly integrating wireless technologies to enhance automation and smart operations, contributing to the market's expansion.

Telecom operators are making significant investments to upgrade their infrastructure to support 4G, 5G, and future technologies, which is further fueling the demand for advanced wireless antenna solutions. For instance, in May 2025, Claro Colombia, a mobile operator with over 40 million users, announced a nationwide initiative to modernize its antenna infrastructure. The company plans to upgrade more than 1,000 of its 10,000 antennas this year, focusing on streamlining hardware and enhancing baseband units, power amplifiers, and antennas to improve overall network performance.

In Argentina, the adoption of IoT devices is gaining momentum, particularly in sectors such as agriculture, healthcare, manufacturing, and automotive. A notable development occurred in February 2023 when ST Engineering, a global leader in satellite communications, deployed its IoT solution in collaboration with ARSAT, Argentina's national telecommunications provider. This partnership aims to enhance wholesale connectivity and bridge the digital divide between urban and rural areas across the nation.

Strategic Insights

Market Segmentation Analysis

The South and Central America wireless antenna market can be analyzed through various segments, including product type, technology, and industry.

Product Type: The market is divided into omni-directional, semi-directional, and highly-directional antennas. In 2024, the omni-directional antenna segment held the largest market share. Further segmentation reveals that within omni-directional antennas, monopole antennas dominated the market, while patch

antennas led the semi-directional category, and parabolic dish antennas were the most popular in the highly-directional segment.

Technology: The market is also segmented by technology, including 5G, 4G/LTE, Wi-Fi, Bluetooth, GPS/GNSS, and others. The 5G segment was the largest contributor to the market in 2024, reflecting the growing demand for high-speed connectivity.

Industry: The wireless antenna market serves various industries, including telecommunications, consumer electronics, mining, aerospace and defense, industrial, automotive, and transportation. The telecommunications sector held the largest share in 2024, driven by the need for robust communication infrastructure.

Market Outlook

The development of next-generation Wi-Fi technologies, such as Wi-Fi 6 (802.11ax), Wi-Fi 6E, and the upcoming Wi-Fi 7 (802.11be), is accelerating the adoption and advancement of wireless antennas across various industries. These modern wireless protocols offer enhanced speed, capacity, and reduced latency, which are crucial for providing reliable connectivity in smart homes, businesses, stadiums, and industrial environments. As consumer demand for seamless connectivity and high-definition video streaming, augmented reality (AR), virtual reality (VR), and cloud gaming increases, the role of wireless antennas becomes critical in optimizing signal quality and network performance.

Next-generation Wi-Fi protocols utilize advanced antenna technologies such as Multiple Input Multiple Output (MIMO), beamforming, and orthogonal frequency-division multiple access (OFDMA), enabling efficient service to multiple devices simultaneously. This trend has led to the development of high-gain, directional, and smart antennas that can dynamically adjust signal direction to minimize interference and enhance transmission quality.

With the expansion of available bandwidth into the 6 GHz band with Wi-Fi 6E and beyond, precise antenna design is essential to support higher frequency ranges. Manufacturers and network providers are investing in innovative antenna designs to meet the technical demands of next-generation Wi-Fi while ensuring energy efficiency, scalability, and cost-effectiveness for widespread deployment. For example, in June

2023, Pulse Electronics launched the WiFi-6E Radome Omni Antenna, RO2471NM, which enhances signal strength and coverage in high-interference environments, leveraging the capabilities of Wi-Fi 6E technology for superior performance.

Country Insights

The South and Central America wireless antenna market is primarily composed of Brazil, Argentina, and other regions. Brazil held the largest market share in 2024, driven by the rapid expansion of 5G infrastructure as telecom operators strive to meet government mandates and increasing consumer demand for high-speed connectivity. As of September 2024, Brazil's telecommunications regulator, Anatel, reported that 94.5% of the population would theoretically have access to 5G services following the allocation of 3.5 GHz spectrum licenses to mobile network operators. Additionally, in April 2024, Anatel authorized SpaceX to deploy an additional 7,500 Starlink satellites, enhancing satellite internet service capabilities across Brazil.

Company Profiles

Key players in the South and Central 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 product offerings and increase market share.

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Figure 43. Heat Map Analysis by Key Players

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