

South & Central America Wireless Testing Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/SEC65E7E38A5EN.html>

Date: August 2025

Pages: 150

Price: US\$ 3,450.00 (Single User License)

ID: SEC65E7E38A5EN

Abstracts

The wireless testing market in South and Central America was valued at approximately US\$ 572.99 million in 2023 and is projected to grow to around US\$ 1,144.87 million by 2031, reflecting a compound annual growth rate (CAGR) of 9.0% during the forecast period.

Growth Drivers: Integration with IoT Solutions

The rapid expansion of Internet of Things (IoT) devices and networks has significantly increased the demand for robust wireless testing solutions. As IoT ecosystems consist of numerous devices that communicate via various wireless protocols—such as Bluetooth, Wi-Fi, Zigbee, LoRaWAN, and 5G—ensuring their reliability, interoperability, and security is crucial. Manufacturers are required to conduct extensive interoperability testing to confirm that new devices can effectively communicate within existing IoT environments.

To address this need, companies are developing advanced testing solutions. For example, in early 2024, Keysight Technologies launched a sophisticated testing platform aimed at validating IoT devices across multiple wireless standards, including 5G, LTE, and LPWAN. This platform enables manufacturers and service providers to simulate real-world network conditions, assess security protocols, and evaluate device performance across various IoT connectivity technologies. It also offers scalability for mass IoT device testing, thereby accelerating the time to market for new products.

The increasing complexity of IoT ecosystems has led to a growing demand for specialized testing platforms capable of handling multiple protocols and simulating real-

world scenarios. The emergence of Testing-as-a-Service (TaaS) platforms allows companies to outsource their wireless testing needs, thereby reducing costs. In 2023, Qualcomm, in collaboration with Sorocaba College of Engineering (Facens) and the Center for Research and Development in Telecommunications (CPqD), established an IoT Reference Center in Brazil. This center focuses on smart city applications, particularly in computer vision, and aims to promote the adoption of IoT technology across Brazilian municipalities. Thus, the integration of IoT with wireless technologies is expected to create significant opportunities for the wireless testing market.

Market Overview

The demand for excellent wireless connectivity is becoming increasingly critical in light of the ongoing urbanization trends in South and Central America. Mobile devices play a vital role in communication, entertainment, and business operations. The rapid development of urban areas necessitates that telecom operators upgrade their infrastructures to meet the rising demand for mobile services, including mobile payment solutions and subscription-based services. These evolving service models present new business opportunities within the wireless testing market.

Moreover, the surge in digital transactions has heightened the need for secure and reliable wireless connectivity in the region. This situation compels telecom operators to reassess their strategies and invest in new services. Consequently, factors such as rapid urbanization, government initiatives for digitalization, investments in 5G technology, economic growth, and the emergence of new business models are driving the wireless testing market in South and Central America.

Market Segmentation

The South and Central America wireless testing market is segmented based on offering, technology, application, and country.

By Offering: The market is divided into equipment and services. The equipment segment, which includes wireless device testing and wireless network testing, held a larger market share in 2023.

By Technology: The market is categorized into Bluetooth, Wi-Fi, GPS, 2G/3G, 4G/LTE, and 5G. In 2023, the Bluetooth segment accounted for the largest share of the market.

By Application: The market is segmented 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 terms of market share in 2023.

By Country: The market is divided into Brazil, Argentina, and the Rest of South and Central America, with Brazil holding the largest share in 2023.

Key Players

Leading companies in the South and Central America 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 to meet the growing demands of the market.

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