

Wi-Fi 7 Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Wi-Fi 7 (IEEE 802.11be) is the seventh generation of the 802.11 standard since 1997. It packs all the benefits of Wi-Fi 6/6E and expands several existing standards to a whole new level, such as 320 MHz bandwidth and 4K-QAM, and it introduces some revolutionary features like Multi-Link Operation, Multi-Resource Units (MRU), and puncturing. As Wi-Fi has become indispensable in daily life, from work to home, Wi-Fi 7 reshapes Wi-Fi experiences with a huge leap into the future.

The Wi-Fi 7 market is set to show a growth rate of about 57.56% during the forecast period (2025-2033F). The Wi-Fi 7 market is driven by the increased popularity of hyper-speed and low-latency connectivity, which accommodates bandwidth-intensive applications such as 8K video streaming, augmented / virtual reality, and cloud gaming. The growth in the number of smart homes, IoT devices, and hybrid work has been increasing the demand for more reliable and high-bandwidth wireless networks. For instance, according to the Wi-Fi Alliance, Wi-Fi 7 is expected to experience rapid adoption across a broad range of ecosystems. Around 2.1 billion devices are expected to enter the market by 2028. Moreover, chipset development and access to a 6 GHz spectrum are expected to improve implementation in residential, commercial, and industrial sectors.

For instance, Wi-Fi Alliance® states that Wi-Fi 7 will see rapid adoption across a broad ecosystem with more than 233 million devices expected to enter the market in 2024, growing to 2.1 billion devices by 2028.

Based on the offering category, the market is categorized into hardware, software, and services. Among these, the hardware segment occupies the largest market share in the Wi-fi 7 market since there is a high demand for

routers, access points, and chipsets that can support next-gen connectivity. This dominance is supported by the early participation of consumers and enterprises, who aim at upgrading their physical infrastructure, and this has resulted in the frequent introduction of new products by leading players. For instance, in November 2024, Cisco launched Wi-Fi 7 access points, which feature the intelligence, security, and assurance of Cisco's advanced networking portfolio. However, the software segment is projected to record the fastest growth in the future, driven by software-advanced network management, Artificial Intelligence-based optimization, and cybersecurity solutions, which are also becoming a necessity to deal with the increasingly complex Wi-Fi 7 environments.

Based on the location type category, the market is categorized into indoor and outdoor. Among these, the Indoor segment dominates the market because there are numerous Wi-Fi 7 applications in homes, offices, schools, and hospitals, where high-speed connections are critical and must be stable at all times. However, in the future, it is expected that there will be a large increase in outdoor deployments, through initiatives of smart cities, large-scale use of Wi-Fi across cities, and big industrial applications that demand high-quality connections at low latency levels.

Based on the end-user category, the market is segmented into residential, commercial, and industrial. Among these, the residential segment currently holds the largest market share, driven by high-speed internet applications in smart home connections, gaming, and streaming. However, the commercial segment is expected to grow the fastest, as business establishments are upgrading their networks to support hybrid work, cloud collaboration, and data-intensive applications in offices, schools, and hospitals.

For a better understanding of the demand of Wi-Fi 7, the market is analyzed based on its worldwide adoption in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, and the Rest of Asia-Pacific), and Rest of World. Among these, North America is the market leader, as the region is characterized by the high demand of consumers related to the high-speed connectivity, as well as the wide adoption of smart homes and a high level of enterprise digitalization. However, the Asia-Pacific region is expected to witness the fastest growth in the coming years because of the expansion in internet penetration, the growing availability of smart devices, and

the extensive government investments into the digitalization processes.

Some major players running in the market include Intel Corporation, Qualcomm Technologies, Inc., Cisco Systems, Inc., Broadcom, CommScope, VVDN Technologies, Zyxel, ZTE Corporation, ASUSTek Computer Inc., and MediaTek Inc.

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