General Mobile Radio Service (GMRS) Radios Market Forecast to 2030 - COVID-19 Impact and Global Analysis by Type (Handheld and In-vehicle) and Application (Recreational, Off-road, Agriculture, and Others)

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Report description:

The General Mobile Radio Service (GMRS) Radios Market is expected to grow from US$ 131.00 million in 2022 to US$ 162.88 million by 2030; it is estimated to grow at a CAGR of 2.9% during the forecast period.

According to Federal Communications Commission (FCC), the General Mobile Radio Service (GMRS) Radios is designed for short-range two-way voice communication. In the US, GMRS is a licensed radio service that uses channels ranging from 462 megahertz (MHz) to 467 MHz. However, in Canada, no license is required to use the GMRS radio. In addition, GMRS is land-mobile ultra-high frequency (UHF) radio. Theoretically, the range between two handheld units can be approximately one or two miles (~1.5-3 km), and mobile units with higher antennas have a range of ~5 miles (8 km). However, the antenna-based GMRS repeater is high above the surrounding terrain and can expand the usable range; for example, it can expand up to 20 miles (32.2 km) radius around the repeater station, which is used for long-range communications.

GMRS radios are used in vehicle racing events, camping, hunting, skiing, and other Off-Road and recreational activities. Such events occur in remote areas where mobile networks are limited or unavailable. GMRS radios are in demand for these activities as they provide efficient communication for a longer range and better signal penetration than traditional walkie-talkies. It offers better communication services than cell phones in forests during hunting activities. In addition, during skiing, GMRS radios are used for two-way communication to report extreme weather conditions. Thus, using GMRS radios for these activities is essential in enhancing the individual or group's safety; this factor is propelling the General Mobile Radio Service (GMRS) Radios Market.

Moreover, farms are spread over acres of land and are mostly situated in remote terrains where the cell phone network availability is limited. Real-time communication regarding the farm situation among the farmers and farm operators is necessary

for timely decision-making in farm operations. The use of GMRS for agriculture operations provides reliable and long-range communications to communicate crop situations, livestock management, water irrigation planning, weather situations, and other farm-related information, which helps farm operators in making quick decisions. Thus, the use of GMRS radios for farm management contributes to its demand and general mobile radio service (GMRS) radios market growth.

Global General Mobile Radio Service (GMRS) Radios Market is segmented into North America, Europe, Asia Pacific, and Rest of of world. The North America region accounted for the highest General Mobile Radio Service (GMRS) Radios Market share in 2023 and is anticipated to maintain its dominance throughout the forecast period. Manufacturers in Asia Pacific region are focusing on technological advancement in the General Mobile Radio Service (GMRS) Radios Market. For instance, in April 2021, Midland launched two new maximum wattage GMRS radios such as MXT500, and MXT575. These 50-watt radios come with two form factor and are built for those who wants long range GMRS radios. Further, Europe and Asia Pacific region is projected to grow in General Mobile Radio Service (GMRS) Radios Market at substantial CAGR during the forecast period owing to changing lifestyle standard and growing popularity of recreational activities.

Impact of COVID-19 Pandemic on General Mobile Radio Service (GMRS) Radios Market

In Rest of the world, the COVID-19 pandemic significantly impacted the MEA and SAM. Governments of various countries in the MEA and SAM imposed confinement measures to curb the spread of COVID-19, which led to the temporary discontinuation of various activities across different sectors. In early 2020, outdoor activities such as camping, hiking, and Off-Road competition were temporarily stopped to reduce human interaction, thereby impacting the market growth. However, with the ease of restrictions, these regions were able to restart outdoor recreational activities in their countries. Further, people's interest in sports and recreational activities increased to maintain their physical and mental health, which also increased outdoor recreational activities. This factor boosted the demand for two-way communication radios such as GMRS radios, which further fueled the General Mobile Radio Service (GMRS) Radios Market growth.

FRS radios are not authorized for use in Mexico. Even the dual mode FRS/GMRS equipment is not approved in Mexico. The Mexican Secretary of Communication and Transportation has authorized the use of the FRS frequencies via the GMRS radios. GMRS radios with less than 2 W can be adopted in Mexico, and the radios over 2 W would require a license for their general-purpose use in Mexico. Mexico has beautiful national parks, dense forests, and active volcanoes, which attract hiking enthusiasts and propel hiking activities in the country. Hence, the use of GMRS for safety and better communication in non-mobile network zone fuels its demand for hiking activities, thereby contributing to the General Mobile Radio Service (GMRS) Radios Market growth.

Tidradio; Rugged Race Products Inc; Quanzhou Chierda Electronic Telecom Co Ltd; WOUXUN ELECTRONICS CO., LTD.,; Midland Radio Corp; Hongkong Retevis Trade Co Ltd; Fujian Baofeng Electronics Co Ltd; Sainstore Inc; Iradio Electronics Co Ltd; QYT Electronics Co Ltd are among the key general mobile radio service (GMRS) radios market players profiled during the study on the market. Several other major general mobile radio service (GMRS) radios market players were studied and analyzed during this market research study.

Based on type, the General Mobile Radio Service (GMRS) Radios Market is categorized into Handheld and In-Vehicle. The handheld segment held the largest General Mobile Radio Service (GMRS) Radios Market share in 2022.

The handheld GMRS radios are wireless and portable, widely used for large enterprises and SMEs for business talks inside enterprise's premises. In addition, they are also used as a mode of communication during recreational activities such as skiing and camping among groups or family members. It can also be used by elderly folks suffering from dementia or mobility issues to communicate quickly when they need assistance. The market players provide GMRS radios for end users application in agriculture, Off-Road and recreation activities.

Some handheld General Mobile Radio Service (GMRS) Radios Market players are MIDLAND Radio; Rexon Technology Co., Ltd.; and Rugged Radios, among others. These market players provide handheld GMRS radios exhibiting various features that contribute to customer demand.

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