

WiGig - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The WiGig Market size is estimated at USD 27.73 million in 2024, and is expected to reach USD 95.14 million by 2029, growing at a CAGR of 27.96% during the forecast period (2024-2029).

The factors driving the growth of the Wireless Gigabit Market include an increase in bandwidth demand, a saturation of smartphones, and the use of various devices, all of which contribute to the overall industry development. Furthermore, rising IT spending and shifting budget distributions in emerging economies drive demand for technically advanced items to support the current initiative infrastructure.

Key Highlights

- Public Wi-Fi contributes to various smart city goals, including bridging the digital divide, allowing Internet of Things (IoT)-based city services, and offering amenities for residents, students, visitors, and tourists. This, together with increased investments in smart city improvements by government agencies from various nations, is one of the primary reasons driving the market growth. Apart from that, WiGig devices are used in many enterprises to allow employees to finish work from various devices without the burden of a cable connection.
- They are also used for effective in-office networking, moving huge files, seamlessly running bandwidth-intensive programs, and projecting visuals and audio on a wide screen in a conference room or auditorium with very low latency. WiGig products are also used in handy public kiosk services and wireless docking between devices such as cellphones, laptops, projectors, and tablets. They are also frequently used for high-definition (HD) movie downloads, simultaneous streaming of multiple ultra-HD videos, and immersive gaming, augmented reality (AR), and virtual reality (VR) experiences. This, together with rising consumer expenditure on digital media, is fueling industry expansion.
- The growing preference for BYOD policies among organizations operating in various end-use industries is creating a considerable

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demand for WiGig, which will drive the market in the future. This shift toward BYOD allows enterprises to increase their IT infrastructure budgets to improve network speed. The rising usage of mobile phones, laptops, desktop computers, and other electronic devices at work is creating a major reliance on high bandwidth and internet speed to support the many apps and services. Furthermore, the growing necessity for a high-speed internet connection to speed up applications and work-related activities is fueling market expansion.

-Technological constraints are the main issue confronting industry participants in the worldwide WiGig market. The current technology operates at frequencies over 60Hz; however, the frequencies employed in contemporary Wi-Fi products are only between 2.4 and 5 GHz. As a result, there is a need to upgrade the current infrastructure, which will need a significant capital commitment from customers.

-Working from home has become a megatrend during the pandemic days. The speed of the shift to large-scale remote work has resulted in the use of personal devices, including mobile phones, laptops, tablets, desktops, etc. Employees are also observed using personal Wi-Fi and internet connections to access the corporate network. Moreover, in the post COVID-19 scenario, the market boosted Wi-Fi use to keep businesses and critical functions operational.

WiGig Market Trends

Gaming and Multimedia Expected to Drive the Market

- The more complex online multiplayer games educate players on strategically and analytically assessing risk and reward. These games require young players to react fast to game changes. Children gain from this game because the abilities learned can be applied to real-world careers that require problem-solving, analytical skills, and strategic thinking. Games may be a terrific method for children to learn about diverse ideas and cultures since they allow them to immerse themselves in virtual worlds and, at times, communicate with people from all over the world. Such trends would raise the demand for the wireless gigabit market in gaming.

- In recent years, the internet ecosystem has initiated course correction by end-to-end local game development. For instance, Zynga's shift from social to mobile meant several tough years, but in February 2022, it reported Q4 revenue of USD 727 million, up by 52% year-over-year. It launched its free game Farmville-3 in June 2019, but the Flash-based game created by Zynga was primarily designed to be played within Facebook.

- According to the Mobile Video Industry Council, mobile operators expected cloud gaming to represent 25-50% of 5G data traffic by 2022, owing to the quick progression of cloud gaming services in recent months. Over-the-top (OTT) players also have ambitious plans to become the 'Netflix for gaming,' hosting libraries of thousands of immediately accessible games that will ultimately consume three to four times the amount of bandwidth on 5G networks compared to standard definition video traffic. Such high bandwidth will require the use of WiGig in coming future.

- Additionally, According to Microsoft, Microsoft's online gaming service had around 120 million monthly active users as of December 2022, up from just under 40 million at the start of 2016. The service was previously known as Xbox Live until being rebranded as Xbox Network in March 2023 to distinguish it from the Xbox Live Gold subscription service offering. Such a rise in demand for online consoles is expected to drive the studied market.

- Furthermore, In January 2023, the Razer Edge will be available in the United States through Verizon. The Razer Edge is powered by a Snapdragon G3x Gen 1 processor, which appears to be based on the Snapdragon 888. The 6.8" AMOLED display with 2,400 x 1,080px resolution (20:9) and 144Hz refresh rate provides it an advantage (heh) over the likes of the Steam Deck and the Nintendo Switch. In comparison, the Switch OLED has a 7-inch display, and the Steam Deck has a 7-inch LCD, but both feature just 720p resolution and run at 60Hz.

Asia-Pacific is Expected to Register the Highest Market Growth

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- IEEE 802.11aj, an amendment to IEEE 802.11TM that specifies the Physical (PHY) layer and the Medium Access Control (MAC) layer in the 60 GHz and 45 GHz bands to accommodate expanding high-speed wireless LAN capacity demands in China, was authorized by IEEE and the IEEE Standards Association (IEEE-SA). The standard modification defines four 1.08 GHz channels in the 60 GHz band to support low-power devices with high data rates and broader coverage areas, as well as 5 GHz of new bandwidth in the 45 GHz band with up to a 15 Gb/s data rate. This enhances the capabilities of IEEE 802.11, the foundation of Wi-Fi networking equipment.
- In September 2022, Fujikura Ltd. developed and began distributing samples of a 60 GHz millimeter-wave wireless communication module that may be independently verified for Technical Regulations Conformity Certification in Japan, which does not require a license. The newly developed 60 GHz band millimeter-wave wireless communication module's structure has been upgraded and optimized to qualify for Technical Regulations Conformity Certification. This module will be provided with a certifying body's Technical Rules Conformity Certification mark. Its pre-certification greatly simplifies the development of communication and industrial equipment with the module.
- In February 2022, Nippon Telegraph and Telephone Corporation, Japan implemented 60-GHz band wireless LAN (WiGig) for the first time globally, achieving uninterrupted large-capacity wireless transmission in high-speed mobility situations using terminal-driven dynamic site diversity control technology. NTT's terminal-driven dynamic site diversity control technology enables even non-mobile wireless communication systems like WiGig to achieve continuous high-capacity wireless connections to high-speed mobile terminals. It can be utilized for real-time video transmission from drones and autos and batch data transmission.
- Similarly, recently, the ITU-APT Foundation of India (IAFI), a telecom industry organization, has pushed to delicense spectrum in the V-band (60 GHz range), allowing it to be granted without auctions and so keeping costs low, thereby aiding in the government's 'WiFi-for-all' effort to bridge the digital divide. Additionally, new technologies in the 60 GHz band (57-64 GHz) can achieve cost points an order of magnitude lower than existing fiber while providing fiber-like reliability and multigigabit speeds. Certain new 60 GHz band technologies can offer cost savings of one or two orders of magnitude over fiber and conventional milli-metric band backbone networks.
- The rising understanding of the benefits of phased array antenna and electronic beam-steering technology among operators and equipment makers is now translating into a debate among regulatory committees. Lattice recently participated in a technical analysis conducted by Huawei that forms the basis of a multi-company proposal to the Fixed Service working group in CEPT (ECC SE 19) advocating regulatory reform as part of this effort. Lattice provided the system parameters for their current wireless infrastructure solution, allowing Huawei to simulate the propagation characteristics and interference probability in an urban deployment simulation.
- The only way to wirelessly stream high quality, low latency 4K video across devices is at 60 GHz. Other wireless solutions must drastically compress 4K video, resulting in a lower quality and higher latency video experience. There aren't any cords. 60 GHz enables for smooth wireless communications between devices, removing the need for obtrusive cords and wires. The 60 GHz spectrum has 7 GHz of bandwidth, which provides the required capacity for the expanding number of Internet-connected devices. The amount of data that individuals utilize and the number of linked gadgets will only grow. The 60 GHz band can handle more data and connections while providing a better user experience.

WiGig Industry Overview

The WiGig market is fragmented in nature, as the global players are competing to innovate the technology to remove the market challenges, which can hamper the current growth. The key players are Intel Corporation, Panasonic Corporation, and Qualcomm Technologies Inc., among others.

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- October 2023: Tarana Wireless, Inc. announced that its advanced fixed wireless access (ngFWA) platform, Gigabit 1, has the capability to operate in the expansive new unlicensed 6 GHz spectrum that will soon be accessible in the United States. Numerous public and private organizations in the country are currently dedicating their efforts to addressing the ongoing broadband challenges.
- November 2023: Cambium Networks, a networking solutions provider, announced that Nextlink Internet has made a substantial order to enhance its coverage area with the advanced ePMP 6 GHz fixed wireless broadband solution. Nextlink intends to utilize ePMP primarily to connect remote areas in low-density rural regions. This strategic investment in Cambium Networks solutions will greatly enhance gigabit fixed wireless accessibility, benefiting numerous rural and suburban residents throughout the American heartland.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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