

Satellites Market by Mass (1-1200 kg, 1201-2000 kg, >2000 kg), Application (Communication, Earth Observation, Navigation), Subsystem (Satellite Bus, Solar Panels, Payloads, Satellite Antenna), Frequency, Propulsion, and Region -Global Forecast to 2031

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Report description:

The satellites market is projected to reach USD 46.79 billion by 2031, from USD 15.68 billion in 2025, with a CAGR of 16.9%. In terms of volume, the market is expected to rise from 2,942 units in 2025 to 5,110 units by 2031. The satellites market is expanding as operators continue adding capacity through new launches, constellation expansion, and replacing older satellites. Demand is increasing in communication, Earth observation, and navigation, which supports higher satellite volumes. Meanwhile, more commercial players and regional space programs are entering the market, contributing to overall growth.

<https://mnmimg.marketsandmarkets.com/Images/satellites-market-img-overview.webp>

"The Ku-band is expected to be the fastest-growing frequency segment during the forecast period."

The Ku-band is expected to record the highest CAGR during the forecast period because of its widespread use in satellite communication for broadcasting, broadband internet, and mobility applications such as aviation and maritime connectivity. Ku-band provides a good balance of coverage, available bandwidth, and mature ground infrastructure, making it cost-effective for large-scale deployments. The existing base of terminals and service providers supports continued strong adoption and steady growth.

"Electric is expected to be the largest propulsion technology segment during the forecast period."

The electric segment is expected to be dominant during the forecast period, as more satellites use electric propulsion for station keeping, orbit raising, and constellation missions because it is lighter and more efficient. Electric systems enable operators to

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carry more payloads per launch and reduce overall launch costs. They also support longer satellite lifespans and require less propellant, which is why many commercial operators are shifting toward electric propulsion.

"North America is expected to hold the second-largest position during the forecast period."

North America is expected to hold the second-largest share of the satellites market through 2031, driven by strong commercial satellite operators and consistent spending on defense and civil space programs. The region leads by deploying communication and Earth observation satellites for broadband, mobility, and data services. Continued investment in next-generation satellite systems like high-throughput platforms and resilient space setups keeps demand steady. A mature launch ecosystem and major satellite manufacturers also help sustain North America's position.

The breakdown of profiles for primary participants in the satellites market is provided below:

- By Company Type: Tier 1 - 30%, Tier 2 - 45%, and Tier 3 - 25%
- By Designation: Directors - 20%, Managers - 10%, and Others - 70%
- By Region: North America - 40%, Europe - 20%, Asia Pacific - 20%, Middle East - 10%, and Rest of the World - 10%

Research Coverage:

This market study covers the satellites market across various segments and subsegments. It aims to estimate the size and growth potential of this market across different regions. The study also provides an in-depth competitive analysis of the key players, their company profiles, important observations about their products and business offerings, recent developments, and the key strategies they have adopted.

Reasons to buy this report:

The report will assist market leaders and new entrants by providing approximations of the revenue figures for the overall satellites market. It will also help stakeholders understand the competitive landscape and gain insights to better position their businesses and develop effective go-to-market strategies. Additionally, the report will provide insights into the market pulse, including key drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

-□Market Drivers (Rapid deployment of LEO constellations, Rising demand for Earth observation data, Declining launch and satellite production costs), Restraints (Spectrum allocation and regulatory approvals, Limited availability of space-qualified components), Opportunities (Data-as-a-service business models, Software-defined and reconfigurable satellites, On-orbit servicing and end-of-life solutions), Challenges (Orbital congestion and collision risk, Long-term constellation economics).

-□Market Penetration: Comprehensive information on satellites offered by the top players in the market

-□Product Development/Innovation: Detailed insights on upcoming technologies, R&D activities, and product launches in the satellites market

-□Market Development: Comprehensive information about lucrative markets across varied regions

-□Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the satellites market

-□Competitive Assessment: In-depth assessment of market share, growth strategies, products, and manufacturing capabilities of leading players in the satellites market

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