

**U.S. Retail
Buildings: Wireless
and Cellular Nodes
Forecast, 2019-
2024**

Market Study
First Quarter 2020





U.S. Retail Buildings: Wireless and Cellular Nodes Forecast, 2019-2024

Market Study

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Abstract

There are many thousands of retail/mercantile buildings (both mall and non-mall) in the U.S. This category of building includes malls, strip malls and standalone stores that sell goods (other than food). Not all of these buildings are good candidates for in-building wireless (IBW) systems, but many are – and many already have distributed antenna systems (DAS) and Wi-Fi systems deployed to handle internal business, employee, third-party vendors and patron voice/data traffic.

This market study provides a five-year forecast for the number of Sub 6 GHz, CBRS, mmWave and Wi-Fi nodes expected to be deployed in the U.S. Five-year total addressable market forecasts for these technologies are also provided.

This version 2.0 of the market study provides an updated forecast based on the expected impact of the global virus COVID-19, as iGR understands it today.

Key questions addressed in this study:

- What are mercantile/retail buildings? What applications and services are enabled in a smart/connected mercantile buildings?
- What technologies are required for a smart/connected retail building?
- What is 5G NR?
- How does 5G NR impact retail buildings?
- What is CBRS?
- How does CBRS impact retail buildings?
- What is the total addressable market for Sub 6 GHz, CBRS, mmWave and Wi-Fi nodes in U.S. retail buildings?
- How many Sub 6 GHz, CBRS, mmWave and Wi-Fi nodes are expected to be deployed in U.S. retail buildings between 2019 and 2024?

This market study is recommended for:

- Mobile operators, particularly those servicing the U.S. market



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- Mobile backhaul providers, including telcos and cable MSOs
- Wired and wireless backhaul vendors and solution providers
- Mobile OEMs, particularly those servicing the U.S. market
- Wired and wireless infrastructure vendors, particularly those servicing the U.S. market
- Financial and investment analysts.



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