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## **New *iGR* study forecasts the Total Addressable Market and Actual Deployments of Sub 6 GHz and mmWave Outdoor Small Cells in the U.S.**

***Study also discusses the issues that continue to challenge outdoor small cell deployments***

**AUSTIN, Texas, May 29th, 2019** – Over the past few years, the outdoor small cell market in the U.S. has grown substantially, but roadblocks to more widespread deployment persist. The main barriers facing this market continue to have little to do with the technology itself and more to do with actual installation issues – power, backhaul, regulations, timelines and overall cost. In general, these various issues, among others, have conspired to slow down the deployment of small cells by U.S. operators.

*iGR*, a market research consultancy focused on the wireless and mobile industry, has recently published a new market study that presents a total addressable market forecast and an “actual” forecast for U.S. outdoor small cells, which include metrocells, remote radio heads deployed as small cells, outdoor DAS and mmWave-based small cells. The forecast focuses on small cells in the sub 6 GHz band and mmWave band.

“*iGR* believes that small cells – and many of them – are inevitable, particularly as carriers march down the road to 5G,” said Iain Gillott, president and founder of *iGR*. “In short, the industry cannot meet the demand for mobile data without small cells.”

*iGR*’s new market study, [\*\*U.S. Outdoor Small Cells Forecast, 2018 – 2023: Not getting any easier\*\*](#), provides a five-year total addressable market forecast and an “actual” forecast for U.S. outdoor small cells in both the sub 6 GHz and mmWave bands. The study also discusses different small cell technologies and the issues surrounding their deployment.

The following key questions are addressed in the new research study:

- What is an outdoor small cell? What are metrocells, RRHs and oDAS?
- Why do the mobile networks need outdoor small cells to meet bandwidth demand?
- How do outdoor small cells fit into operators’ evolving networks?

- What are the issues with deploying outdoor small cells in the U.S.? How do these issues impact the number of small cells in the market?
- What are the differences between oDAS, metrocells and remote radio heads?
- What is the role of CPRI with outdoor small cells?
- Where are outdoor small cells most likely to be located? What's their role?
- How important is location to the effectiveness of an outdoor small cell?
- What is the total addressable market in the U.S. for outdoor small cells? How does this vary by small cells for mmWave and sub-6 GHz?
- How does the forecast for actual outdoor small cells deployments in the U.S. compare to the U.S. outdoor small cell total addressable market forecast? How does this vary by small cells for mmWave and sub-6 GHz?

The information in this market study will be valuable for:

- Mobile operators
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial and investment analysts.

The new market study can be [purchased](#) and downloaded directly from *iGR*'s website at [www.igr-inc.com](http://www.igr-inc.com).

## **About *iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its nineteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).