

**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

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Table of Contents

Abstract	1
Executive Summary	3
Table A: Cellular/Wireless Nodes Deployed in U.S. Retail Buildings, 2019-2024	4
Figure A: Cellular/Wireless Nodes Deployed in U.S. Retail Buildings, 2019-2024	4
What This Means	4
Methodology.....	6
Retail Buildings.....	7
What is required for a Connected Retail Building?	9
Retail Case Studies	10
Technologies Behind Connected Retail	11
5G New Radio	11
URLLC	12
Massive IoT.....	13
5G Services and Use Cases	13
CBRS	14
Forecast and Methodology.....	15
Building-specific assumptions	15
Table 1: Commercial Buildings in the U.S.	16
Technology-specific assumptions.....	17
Retail: Non-Mall	19
Sub 6 GHz Bands.....	19
Table 2: Sub 6 GHz Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	19
Figure 1: Sub 6 GHz Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	20
CBRS.....	20
Table 3: CBRS Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	20
Figure 2: CBRS Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	21
mmWave.....	21
Table 4: mmWave Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024.....	21
Figure 3: mmWave Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	22
Wi-Fi.....	22
Table 5: Wi-Fi Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024	22
Figure 4: Wi-Fi Nodes in Retail Non-Mall Buildings, Actuals and TAM, 2019-2024.....	23
Retail Mall Buildings.....	24
Sub 6 GHz Bands.....	24
Table 6: Sub 6 GHz Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024	24
Figure 5: Sub 6 GHz Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024.....	25



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CBRS	25
Table 7: CBRS Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024	25
Figure 6: CBRS Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024.....	26
mmWave	26
Table 8: mmWave Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024.....	26
Figure 7: mmWave Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024	27
Wi-Fi	27
Table 9: Wi-Fi Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024	27
Figure 8: Wi-Fi Nodes in Retail Mall Buildings, Actuals and TAM, 2019-2024.....	28
Summary	29
Table 10: Cellular/Wireless Nodes Deployed in U.S. Retail Buildings, 2019-2024	29
Figure 9: Cellular/Wireless Nodes Deployed in U.S. Retail Buildings, 2019-2024	30
Definitions	31
Definitions Table	31
About iGR	53
Disclaimer	53



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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.

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
- Mobile backhaul providers, including telcos and cable MSOs
- Wired and wireless backhaul vendors and solution providers



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- 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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