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## **Updated *iGR* study provides a five-year forecast of sub 6 GHz, CBRS, mmWave and Wi-Fi node deployments in U.S. retail buildings**

***Study contains an updated forecast based on COVID-19 impact***

**AUSTIN, Texas, March 27th, 2020** – There are many thousands of retail buildings in the U.S., including malls, strip malls and standalone stores. And many of these buildings are candidates for in-building wireless systems.

How big is the in-building wireless opportunity for U.S. retail buildings? *iGR*, a market research consultancy focused on the wireless and mobile industry, has just released an updated market study that answers this question with both a total addressable market forecast and an expected actual deployment forecast of the number of nodes in malls and standalone stores, or “non-malls”. The two nodes forecasts are further split by type of technology used: sub 6 GHz, CBRS, mmWave, and Wi-Fi.

Today, *iGR* is releasing version 2.0 of its market study, which provides an updated forecast based on the expected impact of the global virus COVID-19, as *iGR* understands it today.

This market study is part of a new series of reports from *iGR* looking at specific vertical industries and building types.

“Although Wi-Fi is already commonplace in retail settings for employees and shoppers, there are opportunities to provide other in-building networks and applications,” said Iain Gillott, president and founder of *iGR*. “In-store shopping applications, parking assist applications, smart shelving, and independent app-based shopping and check-out are just some of the possibilities.”

*iGR*’s market study, [U.S. Retail Buildings: Wireless and Cellular Nodes Forecast, 2019-2024](#), provides a five-year forecast for the number of sub 6 GHz, CBRS, mmWave and Wi-Fi nodes expected to be deployed in U.S. retail buildings, split by malls and standalone “non-malls”. Five-year total addressable market forecasts for these technologies are also provided. In addition to the forecasts, the market study provides a discussion of possible smart solutions for retail

buildings, their benefits and their technology requirements, as well as a summary of many in-building wireless applications being used in retail today.

The following key questions are addressed in the new 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?

The information in this market study will be valuable 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
- 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.

The new market study can be [purchased](#) and downloaded directly from *iGR*'s website at [www.igr-inc.com](http://www.igr-inc.com). Alternatively, contact Iain Gillott at [iain@igr-inc.com](mailto:iain@igr-inc.com) for additional details.

## **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 twentieth 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, and enterprise private LTE.

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