



Contact *iGR*

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## **New *iGR* study provides a five-year forecast of spending on in-building wireless systems in U.S. retail buildings**

***Study contains a revised forecast based on ongoing COVID-19 impact***

**AUSTIN, Texas, May 18th, 2021** – There are many thousands of retail/mercantile buildings in the U.S., including both malls and standalone buildings. There is no question that the retail sector has been severely impacted by the COVID-19 pandemic; instead, the question is how bad is it?

*iGR*, a market research consultancy focused on the wireless and mobile industry, has just released an updated market study that answers this question with a revised forecast of the cellular IBW market for retail buildings.

The 2021 revised forecast was modeled with new data and assumptions regarding the (ongoing) COVID-19 pandemic, newly available data (November 2020) from the Commercial Buildings Energy Consumption Survey (CBECS), and information gathered from conversations with multiple solution providers in the IBW market.

“*iGR* found that due to the pandemic, the IBW market for 2020 and beyond is significantly different than it was previously,” said Iain Gillott, president and founder of *iGR*. “Although smart technology and networks installed in retail buildings offer real benefits to the entities implementing the systems and the users of those systems, because of the pandemic there will be significantly less activity in the IBW market for retail buildings.”

*iGR*'s market study, [\*\*U.S. Retail: Cellular In-Building Wireless Spending Forecast, 2020-2025\*\*](#), provides a five-year forecast for both network build spending and operational spending for the deployment of cellular IBW in U.S. mall and non-mall retail buildings in the sub 6 GHz, CBRS and mmWave bands.

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 retail building?
- How has COVID-19 impacted the IBW market for retail buildings?

- How much will be spent to build and operate sub 6 GHz, CBRS and mmWave IBW systems in U.S. mall and non-mall retail buildings from 2020 to 2025?
- What technologies are required for a smart retail building?
- What are 5G, CBRS, and mmWave, some of the technologies and spectrums that will support cellular IBW?

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 twenty-first 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/5G.

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