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## **New *iGR* study provides a five-year forecast of spending on U.S. outdoor small cells**

### ***Study contains a spending forecast for sub 6 GHz, mmWave and CBRS small cells***

**AUSTIN, Texas, July 27th, 2021** – Small cells are small installations typically mounted on poles or other street furniture to address problems with capacity or coverage. Over the past few years, the outdoor small cell market in the U.S. has grown substantially, and *iGR* forecasts continued growth, in spite of regulatory issues and the impact of the COVID-19 pandemic.

*iGR*, a market research consultancy focused on the wireless and mobile industry, has just released a new market study that quantifies the total addressable market opportunity for outdoor small cells in the U.S., as well as the anticipated spending for actual deployments. *iGR* considers outdoor small cells to include metrocells, remote radio heads as small cells, and outdoor DAS.

“Additional outdoor small cells will be deployed simply because they are needed in the mobile network,” said Iain Gillott, president and founder of *iGR*. “The small cells will be deployed in multiple spectrum bands to address coverage and capacity, support edge computing and provide a densified 5G network for future use cases.”

*iGR*'s market study, [\*\*U.S. Outdoor Small Cells Spending Forecast, 2020-2025: An integral part of the 5G mobile network\*\*](#), provides multiple five-year forecasts, including an ‘opportunity’ forecast in U.S. dollars for the total addressable market (TAM) split by spectrum (sub 6 GHz and mmWave) and by network build and operational costs, and a spending forecast in U.S. dollars for the actual expected deployments split by spectrum (sub 6 GHz, CBRS and mmWave) and by network build and operational costs.

The following key questions are addressed in the new study:

- What are metrocells, RRHs and oDAS?
- What are the main drivers and inhibitors of the outdoor small cell market?
- What are the issues with deploying outdoor small cells in the U.S.?

- What is the regulatory environment for deploying small cells?
- What is the effect of COVID-19 on the deployment of outdoor small cells?
- How did *iGR* create its total addressable market forecast for U.S. outdoor small cells?
- How did *iGR* create its 'actuals' forecast for U.S. outdoor small cells?
- What is the cost to build and operate the TAM for sub-6 GHz and mmWave small cells?
- What is the cost to build and operate the actuals forecast for sub-6 GHz, CBRS and mmWave small cells?

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 analysts and investors.

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).