Global Broadband Data Card Market Insights, Opportunity Analysis, Market Shares and Forecast 2017 - 2023

Description: The Global Broad Band Data Card market to grow at a CAGR of 0.40 % during the period 2016-2022. Increasing internet users and increasing demand of internet speed are the major drivers for the Broadband Data card globally.

The rising Speeds of data cards is a key trend emerging in the market. The market is perceiving an increase in speeds, which will soon competing conventional fixed-line broadband on download speeds during the forecast period. Presently, 3G networking is dominating the market of Broad band Data Card globally, which provides speeds that provides the facility of normal browsing. The relocation to 3G networks is anticipated to drive the high-speed data cards demand in the global market. The acceptance of 3G networks technology in several countries has increased in the recent past relocating from 2G to 3G networks. The number of 3G connections globally is increasing at a rate of 20 percent worldwide. In addition to this, most devices are 3G-enabled, which helps to facilitate the high-speed networks technology and drive the demand for high-speed data cards which fuel the market of Broad band Data Card. Moreover, the advancement in telecom infrastructure and technology has led to the provision of high speed data cards ranging from 7.2 Mbps to 40 Mbps which is primarily running on 3G and 4G networks. The Data cards have been developing and helps to provide benefits to the consumers who need internet while travelling.

On the basis of segmentation, the market of Broadband Data card is segmented into technology, network and usage. On the basis of technology the market of broadband data card is further segmented into GSM and CDMA. Similarly, on the basis of network the market of Broadband Data card is further segmented in 2g, 3g and 4g. Moreover, on the basis of usage the market of broadband data card is further segmented as personal usage and commercial usage.

Some of the major market players in the market are Huawei Technologies Co. Ltd, ZTE Corp, Novatel Wireless Inc., Sierra Wireless Inc., Zebronics, D-Link, Micromax, TCL Communication Technology, BandRich, EE Limited, Airtel, and Reliance. Acquisitions, innovation and mergers are the major strategies adopted by the market players to sustain in the market. For examples In 2015, Huawei Technology Co Ltd had announced the acquisition of PalmJoys Technology Co Ltd and Beijing Yolotone Network Technology Co Ltd for a total consideration of $202 million. In 2016, ZTE announced that, the company has launched the new brand six smart phones, which will enter the Nigerian market in September 2016, in over 400 reputable shops across the country.

Geographically, the market of Broadband Data card is segmented in to North America, Asia pacific, Europe and rest of the world. The Asia pacific holds the largest market share of the Broadband Data card market. Due to high population and increasing business and internet users day by day helps to drive the market of Asia pacific.

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