

Test and Measurement Market Segmentation, Parameters and Prospects 2016 to 2020 Market Research Report

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This market study report presents a detailed segmentation of the global [test and measurement](#) market by product (wireless test equipment, GPTE, semiconductor test equipment, and real-time test equipment), by end-user (aerospace and defense, telecommunication, semiconductor and electronics, and others), and by geography (Americas, APAC, and EMEA). The key vendors in the market are Bureau Veritas, Danaher, Keysight, SGS, and Thermo Fisher.

Overview of the test and measurement (T&M) market

Technavio's market research analyst predicts the global test and measurement (T&M) market to grow at a moderate CAGR of more than 5% over the forecast period. The rapid growth of the communication sector in APAC is one of the key factors driving the growth of the test and measurement market globally. The increasing adoption of T&M solutions by end-users such as telecommunication service providers, mobile device manufacturers, network equipment manufacturers, and telecommunication service providers is expected to propel the growth prospects of this market in the coming years. Moreover, APAC offers significant growth opportunities for communication T&M solutions as end-users like mobile device manufacturers rely heavily on communication T&M solutions to provide their customers with high-quality and high-performing services. Furthermore, APAC is the fastest growing market in the global communication sector, and there has been a considerable rise in the number of mobile Internet subscribers in developing nations like India and China. This factor is expected to create a demand for capacity expansion and faster 4G network. The expansion of 4G network in APAC countries will spur the growth of the T&M market in the forecast period.

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In this market research report, analysts have estimated factors such as the growing demand for

T&M solutions from the automobile industry will accelerate the growth of this market until the end of 2020. With wired and wireless serial communications being widely implemented in vehicles, the market for T&M has a positive look in the coming years. MOST150 and Broad R-Reach Ethernet for cars are the two communication technologies increasingly being used in vehicles. Moreover, shortly the new entertainment systems to be installed in vehicles will be capable of connecting more devices by using wireless technologies such as Wi-Fi and Bluetooth. For instance, In Europe, cars can automatically send an alert to emergency centers in case of a serious accident with the help of the embedded cellular technology. Moreover, cars these days are equipped with advanced features such as advanced GPS system, and a hotspot that converts 3G or 4G signals into Wi-Fi. Therefore, the rising sales of technologically advanced cars equipped with more safety and advanced features such as MOST150, and Broad R-Reach will propel the growth prospects of this market in the predicted period.

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Segmentation by end-user and analysis of the T&M market

- Aerospace and defense
- Telecommunication
- Semiconductor and electronics

During 2015, the aerospace and defense segment dominated the global T&M market and accounted for close to 26% of the market share. The aerospace and defense is a vast and expansive industry and the electronics and technology employed in this industry need to run efficiently to prevent equipment malfunction. The electronic test equipment ensures that the high standards required in this industry are efficiently met. The global air traffic has been growing steady, which will translate into the growth of the T&M market in aerospace and defense sector until the end of 2020.

Geographical segmentation and analysis of the submarine market

- Americas
- APAC
- EMEA

During 2015, the Americas dominated the market, accounting for more than 37% of the market share. The US is the largest revenue contributors in the region. Factors like the increasing penetration of smartphones and the increasing popularity of Internet of Things in the US and increasing demand from the aerospace and automobile industries will aid in the growth of the T&M market in the Americas.

Competitive landscape and key vendors

The global T&M market is highly fragmented owing to the presence of many global and local vendors. In developed countries the competition is tougher due to the presence of many global suppliers. Though several local vendors have entered the market, they find it increasingly difficult

to compete with international suppliers in terms of quality, durability, reliability, and technological innovation. The vendor competition is expected to intensify with an increase in technological innovations and M&A in the future.

The leading vendors in the market are -

- Bureau Veritas
- Danaher
- Keysight
- SGS
- Thermo Fisher

Other prominent vendors in the market are Anritsu, Aplab, EXFO, Fastech Telecommunications, Ixia, JDS Uniphase, National Instruments, Qmax, Premier Measurement Solutions, Scientech Technologies, SPX Corporation, Tektronix, and Yokogawa Electric.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global T&M market?
- What are the key market trends impacting the growth of the global T&M market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the vendors in the T&M market?
- What are the trending factors influencing the market shares of the Americas, APAC, and EMEA?

- What are the key outcomes of the five forces analysis of the global T&M market?

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Table Of Content

- PART 01: Executive summary
- Highlights
- PART 02: Scope of the report
- Market overview
- Top-vendor offerings
- PART 03: Market research methodology
- Research methodology
- Economic indicators
- PART 04: Introduction
- Key market highlights
- PART 05: Market landscape

Market overview

Market size and forecast

Five forces analysis

PART 06: Market segmentation by product

Market overview

Global wireless test equipment market

Global GPTE market

Global semiconductor test equipment market

Global real-time test market

PART 07: Market segmentation by end-user

Market overview

Global T&M market by aerospace and defense industry

Global T&M market by telecommunication industry

Global T&M equipment market by semiconductor and electronics industry

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