

# Utility Poles Market Poised for Growth as Energy and Telecom Demand Surges

□ *Utility Poles Industry Set for \$67B Surge by 2032, Powered by Infrastructure Expansion*

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The global [utility poles market](#), valued at \$51.5 billion in 2022, is projected to reach \$67 billion by 2032, growing at a CAGR of 2.7% from 2023 to 2032, according to a new report by Allied

Market Research. Utility poles—also referred to as electricity or power poles—are the backbone of modern infrastructure, supporting transmission lines for electricity, telecommunications, and cable networks.



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The utility poles market is projected to reach \$67B by 2032, fueled by global energy demand and telecom expansion. □□”

*Allied Market Research*

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These poles are typically made from wood, concrete, steel, or composite materials, each offering unique benefits and life spans depending on their use environment. From urban skylines to remote villages, utility poles play a crucial role in ensuring the seamless delivery of energy and

communication services to end users.

□ Key Takeaways

Distribution poles led the market in 2022, but [transmission poles](#) are set to grow faster through 2032.

The concrete pole segment will grow at the highest CAGR, followed by steel and composite materials.

Asia-Pacific will maintain its dominance, with North America and Europe closely behind.

Sustainability and innovation in material choice will define the future of the utility poles industry.

## □ Market Dynamics

A key driver of the utility poles market is the rapidly rising global energy consumption, especially in developing economies. As electricity demand grows, there is an increasing need to expand and modernize power distribution and transmission networks. Utility poles are indispensable in this regard, facilitating the safe and reliable delivery of electricity across cities, towns, and industrial zones.

Simultaneously, the telecommunication sector is undergoing rapid expansion, with 5G deployment and internet accessibility driving the installation of more telecom infrastructure. Utility poles serve as mounting points for antennas, fiber cables, and wireless equipment—making them integral to connectivity goals.

On the sustainability front, steel utility poles are gaining popularity due to their recyclability and durability. Steel is often viewed as a greener alternative to wood, particularly amid growing environmental concerns and deforestation-related regulations.

However, challenges persist. The increasing adoption of underground cable networks in urban areas—driven by aesthetic and urban planning goals—poses a threat to traditional above-ground utility poles. Moreover, regulatory constraints on deforestation are limiting the widespread use of wooden poles, encouraging the market to innovate with composite and concrete alternatives.

## □ Segment Insights

The market is segmented by type, material, pole size, application, and region:

By Type:

Distribution poles dominate the market, accounting for more than three-fifths of the market share in 2022.

Transmission poles are expected to witness the fastest growth rate, fueled by increasing investments in grid expansion and climate-resilient infrastructure.

By Material:

Concrete poles are expected to grow at the highest CAGR through 2032 due to their longevity and weather resistance.

Wooden poles, while still dominant, face growth constraints due to environmental regulations.

Steel poles offer a balanced mix of strength and sustainability and are poised for steady adoption.

Composite poles provide benefits like lightweight design and corrosion resistance, gaining attention in coastal and harsh environments.

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By Pole Size:

The below 40 ft category is projected to grow fastest, especially in urban and suburban distribution networks where compact poles are preferred.

By Application:

Electric transmission and distribution hold the largest share—more than two-thirds—thanks to electrification programs and smart grid upgrades.

Other applications include telecommunication, street lighting, and sub-transmission lines.

□ Regional Highlights

Regionally, Asia-Pacific dominates the global utility poles market, accounting for nearly 40% of the global revenue in 2022. Countries such as China, India, and Southeast Asian nations are investing heavily in both [energy infrastructure](#) and telecom networks. The region is also forecasted to grow at the fastest CAGR during the forecast period, driven by:

Rural electrification programs

Expanding broadband connectivity

Urban infrastructure development

North America follows closely, supported by grid modernization efforts and telecom infrastructure investment, especially in the U.S. and Canada. Europe, while mature, continues to transition to sustainable materials and underground networks. Meanwhile, LAMEA (Latin America, Middle East, and Africa) holds strong potential due to emerging infrastructure needs.

## □□ Competitive Landscape

Key players in the utility poles market include:

Stella-Jones Inc.

Valmont Industries Inc.

El Sewedy Electric Company

RS Technologies Inc.

Fuchs Europoles GmbH

Nippon Concrete Industries Co., Ltd.

Pelco Products Inc.

Omega Factory, and others.

These companies are focusing on sustainable innovation, composite material adoption, and regional expansion to gain a competitive edge. Collaborations with government entities and utility providers are further enabling smart and resilient infrastructure development.

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## □ Conclusion

The utility poles market is evolving rapidly in response to energy demand, telecom growth, and sustainability challenges. As governments and private sectors invest in robust infrastructure, the market is set for continued expansion. Embracing innovative materials, smart grid integration, and climate-resilient designs will be key to sustaining long-term growth in this foundational industry. □□

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