

# Satellite Communication Market Study

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Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

# Table of Content

## Market Summary

- Market Overview
- Market Trends

## Segment Overview

- By Component
- By Application
- By Vertical

## Regional Overview

## Company Profiles

SES S.A.

Viasat Inc.

Intelsat

EchoStar Corporation

Inmarsat Group Limited

Thuraya Telecommunications Company

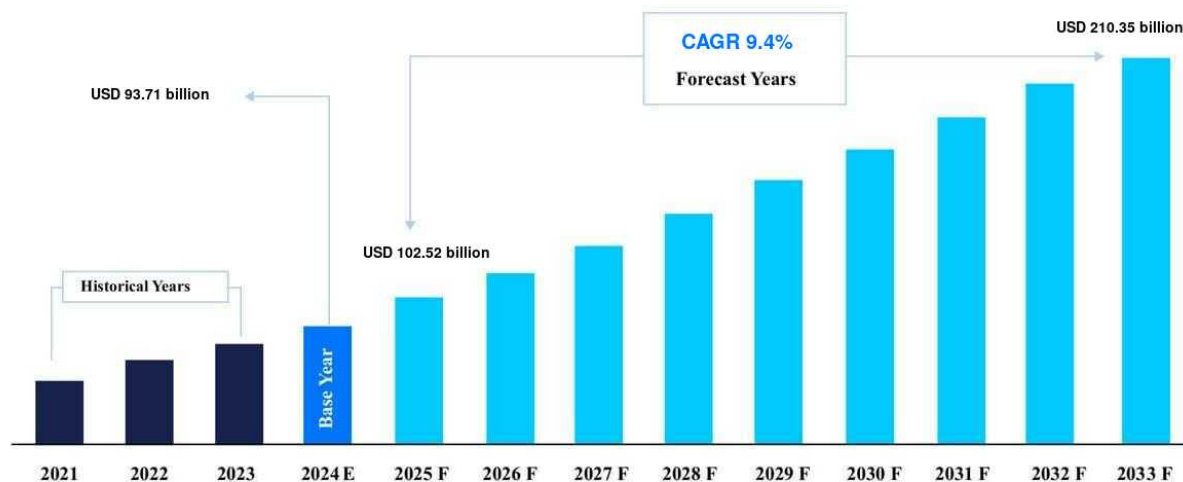
Airbus SE

Honeywell International Inc

Thales

Maxar Technologies Inc

**Note:** More company profiles available on full reports.



Source: Straits Research

## Emerging Countries

United States

China

United Kingdom

## Emerging Companies

Viasat Inc

Intelsat

Inmarsat Group Limited

## Top 5 Company Market Share



**Total**  
**46%**

Top 5 company market share

# Market Trends

## Growth Trends

- Proliferation of low earth orbit (LEO) satellites
- Increasing use of satellite communication in Internet of Things (IoT) technologies
- Surge in private companies venturing into the satellite industry
- Growth of communication needs in remote/rural areas
- Increasing government initiatives for space exploration
- Growth in the demand for higher bandwidth communication
- 5G deployment using satellite networks
- Increased use of nano and microsatellites for cost-effective solutions

## Factors considered while calculating market size and share

- Number of satellite launches
- Cost of satellite manufacturing and launch
- Government expenditures on satellite technology
- Demand for satellite communication in various sectors like military, media, etc.
- Rate of technological advancement in satellite communication
- Market value of the key players in satellite communication
- Global coverage of satellites and their services

## Key Market Indicators

- Global satellite industry revenue
- Rate of growth in the satellite communication sector
- Increasing demand in various sectors
- Number of operational satellites
- Launch manifest (satellites scheduled for launch)
- Investments in Research & Development (R&D)
- Technological trends (innovations, improvement of technologies in use)
- Average lifespan of satellites

## High cost of satellite deployment and maintenance

One of the major restraints in the satellite communication market is the high cost of satellite deployment and maintenance. The initial investment required for building, launching, and operating satellites can be prohibitively expensive for many companies, limiting market entry. Additionally, the reliance on specialized infrastructure, such as ground stations and launch vehicles, adds further financial burden. Regulatory challenges, including the need to comply with international laws and obtain licenses for spectrum usage, also create barriers for new players. Furthermore, satellite communication faces competition from alternative technologies like fiber optics and 5G, which offer lower latency and higher bandwidth in certain regions, reducing the overall demand for satellite-based services. These factors collectively hinder the growth potential of the market.



# Market Trends

## Rising demand in government and the military services to aid growth

The ubiquity and security provided by satellite services have resulted in a substantial increase in interest in satellite communication. Governments of developing and developed nations, including the United States, China, and others, focus on establishing a robust communication infrastructure to supplement their military and defense capabilities. The U.S. Government, particularly the U.S. Department of Defense, is the single largest consumer of commercial satellite communication (DoD). In addition, there has been a steady increase in global military/defense spending over the years, contributing to the global expansion of military satellite communication services. The secure bandwidth capacity provided by satellite communication services is ideal for military operations conducted in remote locations with inadequate and unreliable communications infrastructure. In light of this, it is anticipated that the revenue generated by Fixed Satellite Services (FSS) used in government and military applications will increase significantly in the coming years.

Moreover, governments worldwide are integrating commercial satellite capabilities into their military communication systems. This is a result of the government's increasing efforts to support the growing communication needs of various applications, such as Airborne Intelligence, Surveillance, and Reconnaissance (AISR) and Communications On-The-Move (COTM). Satellite services offer excellent coverage that is both omnipresent and consistent for these services.

## Increasing demand for 5g services across the globe to spur market opportunities

A high growth rate in the deployment and adoption of 5G communication services has been observed and is expected to continue for the foreseeable future. Terrestrial network infrastructure is increasingly being deployed to support 5G functionality by telecommunications companies that are highly focused on expanding their presence in the 5G market. Satellite technology could benefit from the rapid expansion of 5G wireless technology. Wireless telecommunications providers frequently use satellite communication services to expand their networks in sparsely populated regions. As a result of satellites, telecommunications providers can now offer fixed and mobile networks to areas where terrestrial networks are unable or unwilling to serve. Satellite communication becomes the most viable and preferred alternative whenever terrain, line-of-sight, or distance precludes any other type of backhaul. New generation Low Earth Orbit (LEO) constellations offer reduced latency in satellite communications, and technical advances in Geostationary (GEO) satellites provide high throughput and improved robustness to the ecosystem of satellite communication.

Furthermore, the benefits of 5G, such as high speed, low latency, and improved connectivity, offer enormous opportunities for satellite growth. Additionally, 5G presents growth opportunities for satellite communications in areas such as backhauling services, enhanced security, resilience, availability, and improved disaster recovery/emergency response communication.

# Market Segments

## By Component

Services lead at 52-55%, driven by broadband and connectivity demand, while equipment holds 42-45%, supported by hardware advancements for 5G and IoT integration.



**52-55%**

Services

## By Application

Broadcasting leads with 27-29% market share, driven by satellite TV/radio distribution and integrations with OTT platforms.



**27-29%**

Broadcasting

## By Vertical

Media and Broadcasting holds the largest share, reflecting the extensive use of satellite communication in television and radio broadcasting services.



**XX%**

Media and Broadcasting

# Regional Overview

## North America

North America dominates with a 44-46% market share, driven by high demand for satellite broadband and key industry players.



82-85%

United States Market Share

## Europe

Europe holds a significant market share, with the UK and Germany as key contributors, driven by investments in satellite infrastructure and services.



28-30%

United Kingdom Market Share

## APAC

China leads the region with rapid expansion, satellite deployment, and a focus on military applications.



XX%

China Market Share

# Regional Overview

## Middle East and Africa

MEA growth is fueled by broadband connectivity projects and rising military demand, with Saudi Arabia leading through strategic investments in advanced satellite technologies.



XX%

Saudi Arabia Market Share

## LATAM

LATAM is emerging with growing adoption of satellite services to bridge connectivity gaps. Brazil leads due to government initiatives promoting digital inclusion and satellite infrastructure development.



XX%

Brazil Market Share



# Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
SES S.A.	<a href="https://www.ses.com/">https://www.ses.com/</a>	Betzdorf, Luxembourg	1985	Steve Collar (CEO)	~\$2.1 billion
Viasat Inc.	<a href="https://www.viasat.com/">https://www.viasat.com/</a>	Carlsbad, CA, USA	1986	Mark Dankberg (CEO)	~\$3.5 billion
Intelsat	<a href="https://www.intelsat.com/">https://www.intelsat.com/</a>	McLean, VA, USA	1964	David Winker (CEO)	~\$2 billion
EchoStar Corporation	<a href="https://www.echostar.com/">https://www.echostar.com/</a>	Englewood, CO, USA	1980	Hamid Akhavan (CEO)	~\$15 billion
Inmarsat Group Limited	<a href="https://www.inmarsat.com/en/index.html">https://www.inmarsat.com/en/index.html</a>	London, United Kingdom	1979	Rajeev Suri (CEO)	~\$1.5 billion

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