Home Networking Products: Mesh, Wi-Fi 7, and the Competitive Landscape
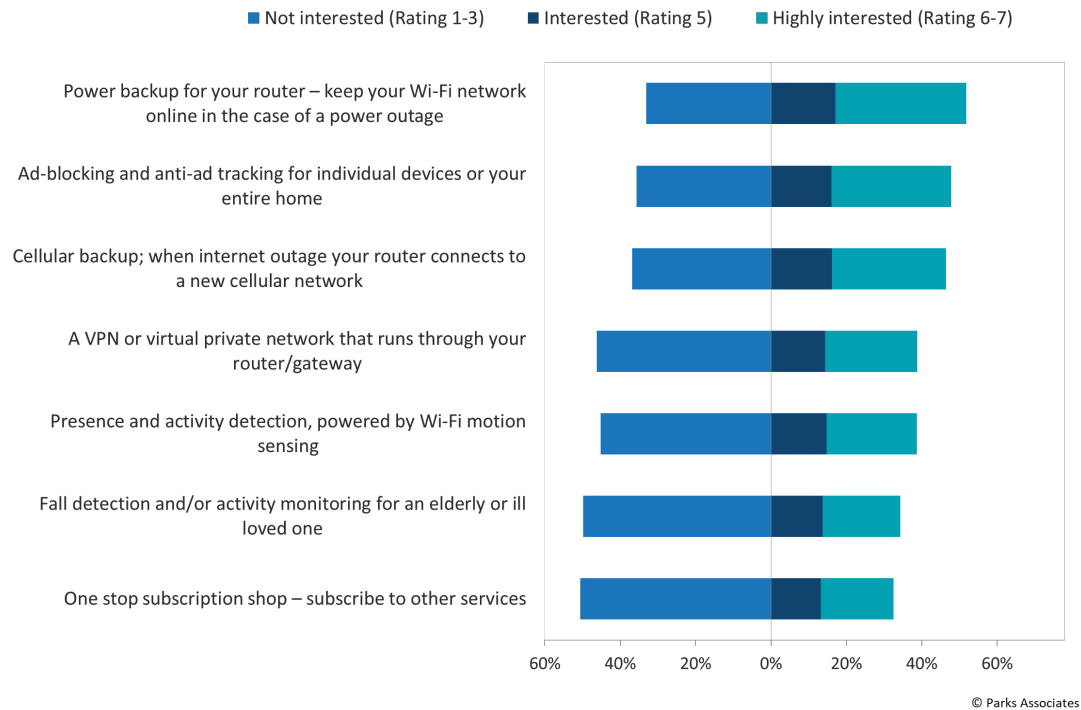
SYNOPSIS

The home networking landscape continues to evolve, with networking products incorporating new technology and features, including Wi-Fi 7, mesh networking, 5G mobility and fallback, and router-enabled services.

This research investigates the changing home networking space. It examines consumer awareness of and demand for home networking products and services, including consumer awareness of home networking features and willingness to subscribe to premium services such as professional technical support, whole-home cybersecurity, and advanced parental controls.

Number of Slides: 55

Interest in New Router-Enabled Services from Home Internet Provider

Legend: Not interested (Rating 1-3) — Interested (Rating 5) — Highly interested (Rating 6-7)

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"Router/gateway makers are seeing strong demand for enterprise and campus networking solutions as the consumer market slows. For consumer solutions, both D2C and via the ISP channel, services and premium Wi-Fi 7 products are leading the way. As ISPs clear excess inventory, and consumer devices start to include Wi-Fi 7 chipsets, demand will improve."
   — Kristen Hanich, Research Director, Parks Associates

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