

# Connectivity's next decade depends on **6 GHz Wi-Fi®**

**Paramjit Singh Puri**

Director Membership, Wi-Fi Alliance®

BIF – World Wi-Fi Day

**2026**

**Wi-Fi® happens here.**





**6 GHz is already reshaping  
Wi-Fi's future.**



# 6 GHz is moving fast

Across 5 million Cisco networks, the data is unambiguous

**60%**

Growth in 6 GHz clients going live in 2025

**23%**

Increase in Wi-Fi 6E and Wi-Fi 7 access point deployments in the second half of 2025

**59%**

Of organizations plan to deploy Wi-Fi 6E or Wi-Fi 7 within the next year

Remember, 6 GHz **doubled Wi-Fi<sup>®</sup> spectrum**

(Cisco, 2026)



# 6 GHz Wi-Fi is already delivering

77-88%

Portion of smartphone screen-on time happening on Wi-Fi

**Wi-Fi is how people connect.**

\$528B

Global economic value directly attributed to 6 GHz Wi-Fi last year

**Economies rely on 6 GHz Wi-Fi.**

4 + 34

Countries with AFC-supported 6 GHz Wi-Fi and countries pursuing it

**The next phase is expanded 6 GHz.**

(Opensignal, 2024) (Telecom Advisory Services, 2021)



# Same room, same students, different spectrum

Wi-Fi Alliance demonstrating the impact of 6 GHz Wi-Fi at a teaching hospital in Thailand

## SETUP

**6 access points, 200 students**

## USE CASES

**Immersive XR for medical education and dense classroom deployment**

## SCENARIOS

**Lower 500 MHz of 6 GHz versus full 1,200 MHz of 6 GHz**

### LOWER 500 MHZ OF 6 GHZ

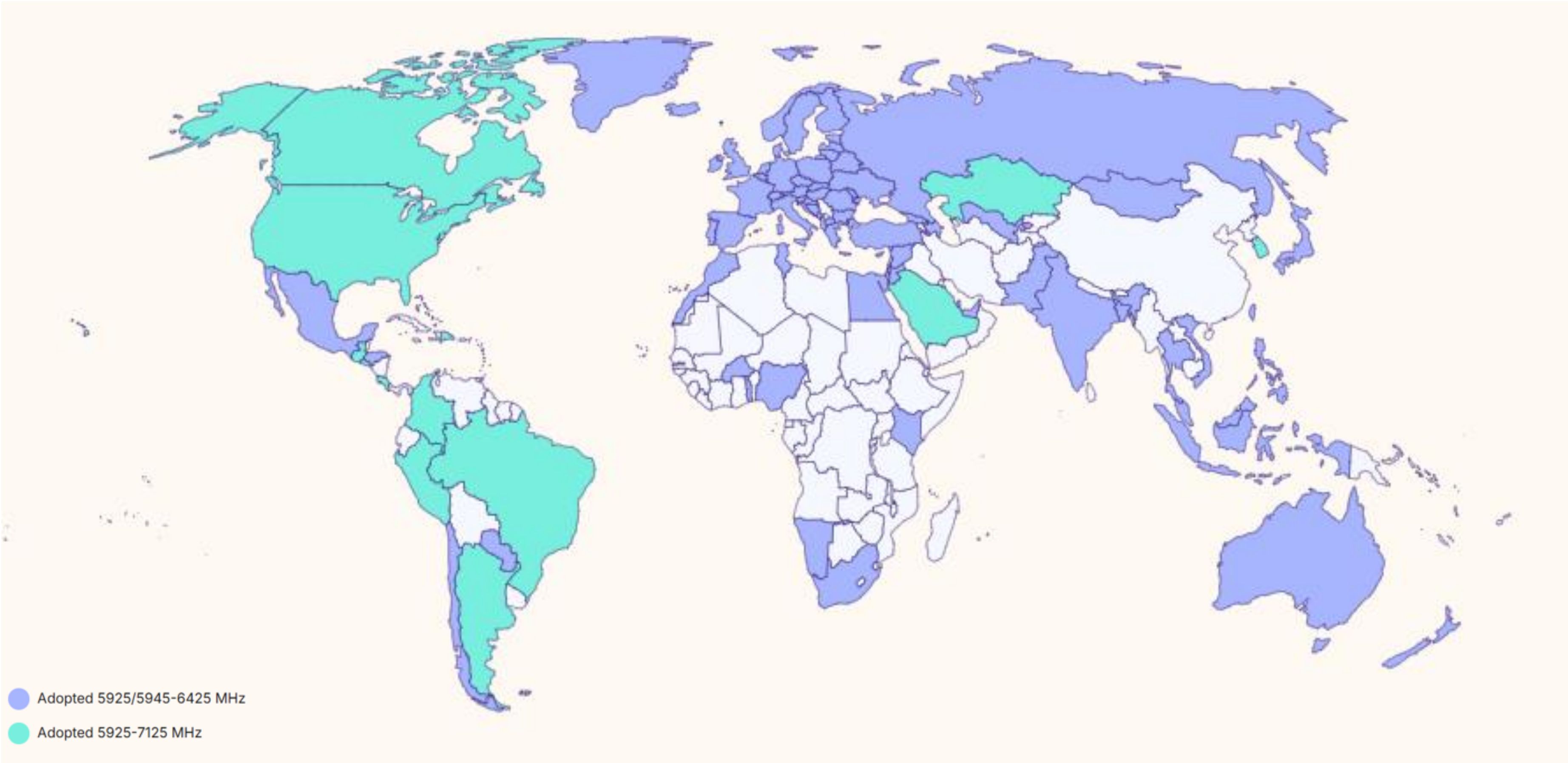
- ⊖ Lag in XR application: risk of motion sickness
- ⊖ Glitches and buffering on 8K video
- ⊖ Slow, repeatedly aborted file transfers

### FULL 1,200 MHZ OF 6 GHZ

- ✓ Smooth XR operation
- ✓ Seamless 8K streaming
- ✓ High-speed file transfers
- ✓ Full utilization of network capacity



# Wi-Fi's regulatory future happens here



# And it's showing no signs of slowing down

**\$2.8B**

Wi-Fi 7 market valuation in 2025 (USD)

Source: Business Research Company, 2025

**15%**

Wi-Fi device shipments were Wi-Fi 7 in 2025

Source: IDC Research, 2025

**159.4 M**

Wi-Fi 7 consumer shipments in 2026

Source: IDC Research, 2026

**583.2M**

Wi-Fi 7 product shipments in 2025

Source: IDC Research, 2025

**1.1B**

Wi-Fi 7 product shipments expected in 2026

Source: IDC Research, 2025



# 6 GHz Wi-Fi enables next-generation advancements



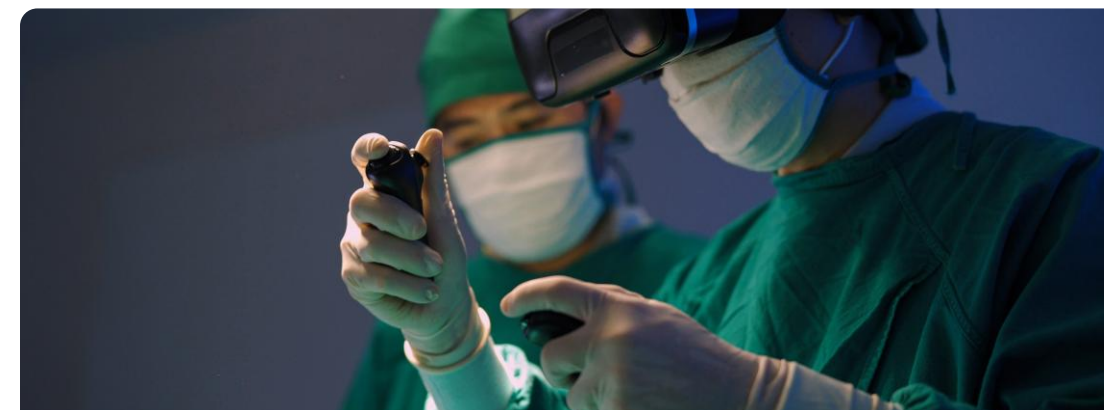
**Artificial Intelligence**



**Industrial IoT**



**Extended Reality**



**Healthcare**

# The latest in Wi-Fi 7: Wi-Fi CERTIFIED extends Wi-Fi 7 into 20 MHz

## Wi-Fi CERTIFIED 7™

- Adds support of 20 MHz channel width for IoT applications
- Includes power saving modes to support IoT devices (TWT)
- Increased capacity and data rates compared to Wi-Fi 6
- Fiber-like speeds, deterministic behavior, and interference resilience
- Brings the uncongested spectrum of 6 GHz



# 20 MHz

Unlocking Wi-Fi 7 for IoT

# Wi-Fi 7's real-world impact

- Wi-Fi 7 solutions deployed across hospitals, universities, and multiple NFL team stadiums
- Company partnerships with airports
- Wi-Fi 7 deployed across large university campuses



# AI runs on 6 GHz

Organizations on 6 GHz deploy artificial intelligence (AI) workloads at **nearly 2x the rate** of non-6 GHz organizations (45% vs 26%)

## PRIMARY 6 GHZ WI-FI USE CASES: AI-FORWARD VS. NON-AI ORGANIZATIONS

■ AI-FORWARD ■ NON-AI

Solving congestion

72%

46%

High-bandwidth applications

70%

32%

(Cisco, 2026)



# Wi-Fi 8 is happening here NOW

- Critical work on Wi-Fi 8 is underway
- Wi-Fi Alliance members advancing early Wi-Fi 8 solutions
- Wi-Fi CERTIFIED is the inflection point for mass adoption





**6 GHz Wi-Fi is the future**  
**The future is already here**



# Paramjit Singh Puri

Director Membership, Wi-Fi Alliance®

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