

Beacon Market By Type (iBeacon, Eddystone, AltBeacon, Others), By Technology (BLE, Wi-Fi, Ultrasound, Others), By Application (Retail, Travel tourism and hospitality, Healthcare, BFSI, Others): Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

The Global Beacon Market was valued at \$9.6 billion in 2023, and is projected to reach \$395.9 billion by 2032, growing at a CAGR of 53% from 2024 to 2032.. Beacon is a small device that sends out radio signals to nearby mobile phones and tablets, containing a small amount of data. Mobile apps on compatible devices can listen for signals from beacons on proximity area and then trigger an experience such as sending a promotional notification, coupon, video, URL form and others via the app.

The enhanced feature of beacon represents a significant driving factor for the beacon market. Beacon technology is widely being adopted in various sectors such as retail, healthcare, travel & tourism, and education among others, owing to its features such as employee & asset monitoring, data generation, resource optimization and others. In addition, beacon has made employee and asset monitoring more accurate and easier than before. Beacons create geofences to help track item in and out of specific area or locations. Further, it also provides history of movement which can be used to study trend lines and predictive analysis. Furthermore, beacons enabled name badges enable employers to better manage their workforce, ensuring that the right employees are at the right place at the right time, thereby ascertaining optimal performance. Similarly, beacon attached restricted area enables automatic

notification when unauthorized personnel, customers, or visitors enter the restricted or dangerous work zone, which in turn enhances safety and security. Thus, these enhanced features of beacons are driving the beacon market globally.

On the other hand, upsurge in organized retailing presents a compelling opportunity for the beacon market. Rise in disposable income, improved living standard, rise of consumerism, technological impact, entry of foreign retailers, and entry of corporate sector are fueling the growth of organized retail industry. Further, with the rise in organized retail such as supermarkets, departmental stores, hypermarkets and discounters among others the demand of beacon technology is also expected to rise as beacon makes organized retail store smarter. When a customer enters proximity of the beacons fixed in retail store with smart phone, it emits radio signal to locate the customer and update the information with the associated retail app. Further, based on location and movement of the customer inside the store or nearby, retailer can send targeted message such as offer & discounts on products, available brands on customer choice, new arrivals based on previous purchasing history, and others. Thus, easier access to the products makes the shopping experience more enjoyable. Hence, upsurge of organized retail industry provides numerous growth opportunities for the beacon market.

However, growing concerns regarding privacy and security is a restraint factor for the beacon market. Beacon technology has transformed the traditional marketing process through proximity marketing where it targets potential customers with personalized advertisements based on how near a customer is close to a particular location and attracting them through various promotional notification to make purchasing decisions in the near future. Further, features such as employee & asset monitoring, data generation, resource optimization and others, are fueling the adoption of beacon solution among several industry verticals. However, data security concerns related to data access from Bluetooth networks and IoT (Internet of Things) are expected to hinder the market growth. Furthermore, the increasing threat of cybercriminals targeting organizations via IoT devices is expected to limit the growth in coming years.

The beacon market is segmented on the basis of type, technology, application and region. On the basis of type, the market is divided into iBeacon, Eddystone, AltBeacon, and others. On the basis of technology, the market is classified into BLE, Wi-Fi, ultrasound, and others. On the basis of application, the market is classified into retail, travel tourism & hospitality, healthcare, BFSI, and others.

On the basis of region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and rest of Asia-Pacific), Latin America (Brazil, Argentina, and rest of Latin America), and Middle East and Africa (UAE, Saudi Arabia, Qatar, South Africa, and rest of Middle East & Africa).

The key players profiled in the report include Kontakt.io, Apple Inc., Estimote Inc., BlueCats, Aruba Networks Inc., Blue Sense Networks, Glimworm Beacon, Gel%li%Inc., Sensorberg GmbH, Accent Advanced Systems, SLU are provided in this report. These key players have adopted strategies such as product portfolio%li%expansion, mergers & acquisitions, agreements, geographical expansion, and collaborations t%li%enhance their market penetration

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the beacon market analysis from 2023 t%li%2032 t%li%identify the prevailing beacon market opportunities.

The market research is offered along with information related t%li%key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers t%li%enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the beacon market segmentation assists t%li%determine the prevailing market opportunities.

Major countries in each region are mapped according t%li%their revenue contribution t%li%the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global beacon market trends, key players, market segments, application areas, and market growth strategies.

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Product Life Cycle

Market share analysis of players by products/segments

Patient/epidemiology data at country, region, global level

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

Key Market Segments

By Technology

Others

BLE

Wi-Fi

Ultrasound

By Type

iBeacon

Eddystone

AltBeacon

Others

By Application

Retail

Travel tourism and hospitality

Healthcare

BFSI

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Rest of Latin America

Middle East and Africa

UAE

Saudi Arabia

Qatar

Rest of Middle East And Africa

Key Market Players

Kontakt.io

Apple Inc.

Estimote Inc.

BLUECATS

Hewlett Packard Enterprise Development LP

Cisco Systems Inc.

sensorberg gmbh

Gel%li%Inc.

Accent Advanced Systems, SLU.

Qualcomm Incorporated.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: BEACON MARKET, BY TYPE

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. iBeacon
 - 4.2.1. Key market trends, growth factors and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market share analysis by country
- 4.3. Eddystone
 - 4.3.1. Key market trends, growth factors and opportunities
 - 4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

4.4. AltBeacon

4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

4.5. Others

4.5.1. Key market trends, growth factors and opportunities

4.5.2. Market size and forecast, by region

4.5.3. Market share analysis by country

CHAPTER 5: BEACON MARKET, BY TECHNOLOGY

5.1. Overview

5.1.1. Market size and forecast

5.2. BLE

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Wi-Fi

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

5.4. Ultrasound

5.4.1. Key market trends, growth factors and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market share analysis by country

5.5. Others

5.5.1. Key market trends, growth factors and opportunities

5.5.2. Market size and forecast, by region

5.5.3. Market share analysis by country

CHAPTER 6: BEACON MARKET, BY APPLICATION

6.1. Overview

6.1.1. Market size and forecast

6.2. Retail

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market share analysis by country

- 6.3. Travel tourism and hospitality
 - 6.3.1. Key market trends, growth factors and opportunities
 - 6.3.2. Market size and forecast, by region
 - 6.3.3. Market share analysis by country
- 6.4. Healthcare
 - 6.4.1. Key market trends, growth factors and opportunities
 - 6.4.2. Market size and forecast, by region
 - 6.4.3. Market share analysis by country
- 6.5. BFSI
 - 6.5.1. Key market trends, growth factors and opportunities
 - 6.5.2. Market size and forecast, by region
 - 6.5.3. Market share analysis by country
- 6.6. Others
 - 6.6.1. Key market trends, growth factors and opportunities
 - 6.6.2. Market size and forecast, by region
 - 6.6.3. Market share analysis by country

CHAPTER 7: BEACON MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast By Region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors and opportunities
 - 7.2.2. Market size and forecast, by Type
 - 7.2.3. Market size and forecast, by Technology
 - 7.2.4. Market size and forecast, by Application
 - 7.2.5. Market size and forecast, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Type
 - 7.2.5.1.2. Market size and forecast, by Technology
 - 7.2.5.1.3. Market size and forecast, by Application
 - 7.2.5.2. Canada
 - 7.2.5.2.1. Market size and forecast, by Type
 - 7.2.5.2.2. Market size and forecast, by Technology
 - 7.2.5.2.3. Market size and forecast, by Application
 - 7.2.5.3. Mexico
 - 7.2.5.3.1. Market size and forecast, by Type
 - 7.2.5.3.2. Market size and forecast, by Technology
 - 7.2.5.3.3. Market size and forecast, by Application

7.3. Europe

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast, by Type

7.3.3. Market size and forecast, by Technology

7.3.4. Market size and forecast, by Application

7.3.5. Market size and forecast, by country

7.3.5.1. UK

7.3.5.1.1. Market size and forecast, by Type

7.3.5.1.2. Market size and forecast, by Technology

7.3.5.1.3. Market size and forecast, by Application

7.3.5.2. Germany

7.3.5.2.1. Market size and forecast, by Type

7.3.5.2.2. Market size and forecast, by Technology

7.3.5.2.3. Market size and forecast, by Application

7.3.5.3. France

7.3.5.3.1. Market size and forecast, by Type

7.3.5.3.2. Market size and forecast, by Technology

7.3.5.3.3. Market size and forecast, by Application

7.3.5.4. Spain

7.3.5.4.1. Market size and forecast, by Type

7.3.5.4.2. Market size and forecast, by Technology

7.3.5.4.3. Market size and forecast, by Application

7.3.5.5. Italy

7.3.5.5.1. Market size and forecast, by Type

7.3.5.5.2. Market size and forecast, by Technology

7.3.5.5.3. Market size and forecast, by Application

7.3.5.6. Rest of Europe

7.3.5.6.1. Market size and forecast, by Type

7.3.5.6.2. Market size and forecast, by Technology

7.3.5.6.3. Market size and forecast, by Application

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors and opportunities

7.4.2. Market size and forecast, by Type

7.4.3. Market size and forecast, by Technology

7.4.4. Market size and forecast, by Application

7.4.5. Market size and forecast, by country

7.4.5.1. China

7.4.5.1.1. Market size and forecast, by Type

7.4.5.1.2. Market size and forecast, by Technology

- 7.4.5.1.3. Market size and forecast, by Application
- 7.4.5.2. Japan
 - 7.4.5.2.1. Market size and forecast, by Type
 - 7.4.5.2.2. Market size and forecast, by Technology
 - 7.4.5.2.3. Market size and forecast, by Application
- 7.4.5.3. India
 - 7.4.5.3.1. Market size and forecast, by Type
 - 7.4.5.3.2. Market size and forecast, by Technology
 - 7.4.5.3.3. Market size and forecast, by Application
- 7.4.5.4. Australia
 - 7.4.5.4.1. Market size and forecast, by Type
 - 7.4.5.4.2. Market size and forecast, by Technology
 - 7.4.5.4.3. Market size and forecast, by Application
- 7.4.5.5. South Korea
 - 7.4.5.5.1. Market size and forecast, by Type
 - 7.4.5.5.2. Market size and forecast, by Technology
 - 7.4.5.5.3. Market size and forecast, by Application
- 7.4.5.6. Rest of Asia-Pacific
 - 7.4.5.6.1. Market size and forecast, by Type
 - 7.4.5.6.2. Market size and forecast, by Technology
 - 7.4.5.6.3. Market size and forecast, by Application
- 7.5. Latin America
 - 7.5.1. Key market trends, growth factors and opportunities
 - 7.5.2. Market size and forecast, by Type
 - 7.5.3. Market size and forecast, by Technology
 - 7.5.4. Market size and forecast, by Application
 - 7.5.5. Market size and forecast, by country
 - 7.5.5.1. Brazil
 - 7.5.5.1.1. Market size and forecast, by Type
 - 7.5.5.1.2. Market size and forecast, by Technology
 - 7.5.5.1.3. Market size and forecast, by Application
 - 7.5.5.2. Argentina
 - 7.5.5.2.1. Market size and forecast, by Type
 - 7.5.5.2.2. Market size and forecast, by Technology
 - 7.5.5.2.3. Market size and forecast, by Application
 - 7.5.5.3. Rest of Latin America
 - 7.5.5.3.1. Market size and forecast, by Type
 - 7.5.5.3.2. Market size and forecast, by Technology
 - 7.5.5.3.3. Market size and forecast, by Application

7.6. Middle East and Africa

7.6.1. Key market trends, growth factors and opportunities

7.6.2. Market size and forecast, by Type

7.6.3. Market size and forecast, by Technology

7.6.4. Market size and forecast, by Application

7.6.5. Market size and forecast, by country

7.6.5.1. UAE

7.6.5.1.1. Market size and forecast, by Type

7.6.5.1.2. Market size and forecast, by Technology

7.6.5.1.3. Market size and forecast, by Application

7.6.5.2. Saudi Arabia

7.6.5.2.1. Market size and forecast, by Type

7.6.5.2.2. Market size and forecast, by Technology

7.6.5.2.3. Market size and forecast, by Application

7.6.5.3. Qatar

7.6.5.3.1. Market size and forecast, by Type

7.6.5.3.2. Market size and forecast, by Technology

7.6.5.3.3. Market size and forecast, by Application

7.6.5.4. Rest of Middle East And Africa

7.6.5.4.1. Market size and forecast, by Type

7.6.5.4.2. Market size and forecast, by Technology

7.6.5.4.3. Market size and forecast, by Application

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Introduction

8.2. Top winning strategies

8.3. Product mapping of top 10 player

8.4. Competitive dashboard

8.5. Competitive heatmap

8.6. Top player positioning, 2023

CHAPTER 9: COMPANY PROFILES

9.1. Kontakt.io

9.1.1. Company overview

9.1.2. Key executives

9.1.3. Company snapshot

9.1.4. Operating business segments

- 9.1.5. Product portfolio
- 9.1.6. Business performance
- 9.1.7. Key strategic moves and developments
- 9.2. Apple Inc.
 - 9.2.1. Company overview
 - 9.2.2. Key executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments
 - 9.2.5. Product portfolio
 - 9.2.6. Business performance
 - 9.2.7. Key strategic moves and developments
- 9.3. Estimote Inc.
 - 9.3.1. Company overview
 - 9.3.2. Key executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
 - 9.3.6. Business performance
 - 9.3.7. Key strategic moves and developments
- 9.4. BLUECATS
 - 9.4.1. Company overview
 - 9.4.2. Key executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
 - 9.4.6. Business performance
 - 9.4.7. Key strategic moves and developments
- 9.5. Hewlett Packard Enterprise Development LP
 - 9.5.1. Company overview
 - 9.5.2. Key executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
 - 9.5.7. Key strategic moves and developments
- 9.6. Cisco Systems Inc.
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot

- 9.6.4. Operating business segments
- 9.6.5. Product portfolio
- 9.6.6. Business performance
- 9.6.7. Key strategic moves and developments
- 9.7. sensorberg GmbH
 - 9.7.1. Company overview
 - 9.7.2. Key executives
 - 9.7.3. Company snapshot
 - 9.7.4. Operating business segments
 - 9.7.5. Product portfolio
 - 9.7.6. Business performance
 - 9.7.7. Key strategic moves and developments
- 9.8. Gelo Inc.
 - 9.8.1. Company overview
 - 9.8.2. Key executives
 - 9.8.3. Company snapshot
 - 9.8.4. Operating business segments
 - 9.8.5. Product portfolio
 - 9.8.6. Business performance
 - 9.8.7. Key strategic moves and developments
- 9.9. Accent Advanced Systems, SLU.
 - 9.9.1. Company overview
 - 9.9.2. Key executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
 - 9.9.6. Business performance
 - 9.9.7. Key strategic moves and developments
- 9.10. Qualcomm Incorporated.
 - 9.10.1. Company overview
 - 9.10.2. Key executives
 - 9.10.3. Company snapshot
 - 9.10.4. Operating business segments
 - 9.10.5. Product portfolio
 - 9.10.6. Business performance
 - 9.10.7. Key strategic moves and developments

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