

Indoor Positioning and Indoor Navigation (IPIN) Market by Component (Software, Hardware, and Services), Technology (Ultra-Wideband Technology, Bluetooth Low Energy, Wi-Fi, and Others), Application (Asset & Personnel Tracking, Location-Based Analytics, Navigation & Maps, and Others), and End-Use Industry (Healthcare, Retail, Manufacturing, Travel & Hospitality, Office Spaces, Public Spaces, Logistics & Warehouses, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

Indoor Positioning and Indoor Navigation (IPIN) Market Overview:

Indoor positioning and indoor navigation (IPIN) system incorporates the deployment of sensory devices and tracking technologies to enable positioning, wayfinding, and asset tracking solutions among various industry verticals that include retail, healthcare, travel, hospitality, manufacturing, logistics, and others. It uses a network of devices for locating objects and people inside a building through wireless technology. Therefore, it is majorly being adopted as a mainstream technology across large office buildings, shopping malls & supermarkets, university buildings, museums, airports & railway stations, stadiums, warehouses, and others. In addition, advanced IPIN devices and solutions provide better connectivity, effective and quick access to precise location, indoor location-based services to deliver proximity marketing, workflow optimization through asset and personnel tracking, and enhanced indoor navigation and routing.

Rise in adoption of Bluetooth beacons, increase in demand for proximity marketing, surge in adoption of IoT in indoor positioning, and increase in penetration of connected devices are the major factors driving the market growth. However, operational challenges and lack of infrastructure in developing countries are major factors expected to hamper the global indoor positioning and indoor navigation market growth during the forecasted period. Furthermore, IPIN systems in healthcare and manufacturing sector are expected to provide lucrative opportunities for the growth of the global indoor positioning and indoor navigation market.

The global indoor positioning and indoor navigation market is segmented based on component, technology application, end-use industry, and region. In terms of component, the market is categorized into software, hardware, and services. Based on technology, the market is divided into ultra-wideband technology, Bluetooth low energy, Wi-Fi, and others.

In terms of application, the indoor positioning and indoor navigation market is segmented into asset & personnel tracking, location-based analytics, navigation & maps, and others. On the basis of end-use industry, it is segmented into healthcare, retail, manufacturing, travel & hospitality, office spaces, public spaces, logistics & warehouses, and others. The regions expected to observe major growth in the global IPIN market include North America, Europe, Asia-Pacific, and LAMEA.

The global indoor positioning and indoor navigation market is dominated by key players such as HERE Technologies, Nextome, IndoorAtlas, Senion AB, Sensewhere, SPREO, Steerpath, indoo.rs, Pointr, and AirFinder.

Key Benefits for Indoor Positioning and Indoor Navigation (IPIN) Market:

The study provides an in-depth analysis of the global indoor positioning and indoor navigation market along with the current trends & future estimations to elucidate the imminent investment pockets.

Information about the key drivers, restraints, and opportunities and their impact analysis on the market size is provided.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global indoor positioning and indoor navigation market from 2018 to 2025 is provided to determine the market potential.

Indoor Positioning and Indoor Navigation (IPIN) Key Market Segments:

By Component

Software

Hardware

Services

By Technology

Ultra-Wideband Technology

Bluetooth Low Energy

Wi-Fi

Others

By Application

Asset and Personnel Tracking

Location-Based Analytics

Navigation and Maps

Others

By End Use Industry

Healthcare

Retail

Manufacturing

Travel & Hospitality

Office spaces

Public Spaces

Logistics & Warehouses

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

HERE Technologies

Nextome

IndoorAtlas

Senion AB

Sensewhere

SPREO

Steerpath

indoo.rs

Pointr

AirFinder

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