

# **Wi-Fi analytics Market by Component (Solution and Service), Deployment (Cloud and On-premise), Application (Wi-Fi Presence Analytics and Wi-Fi Marketing Analytics), and Industry Vertical (Retail, Hospitality, Sports & Entertainment, Transportation, Healthcare, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

Wi-Fi Analytics is data depicted through Wi-Fi access points, which can be used to notify and improve business operations, marketing initiatives, and physical layouts. Wi-Fi analytics presents a bridge for companies attempting to minimize the difference between offline and online visibility into visitor behavior. There are two types of applications of Wi-Fi analytics—presence analytics and marketing analytics.

Increase in deployment of Wi-Fi devices, proliferation of smart phones, rise in adoption of big data analytics are the major factors that drive the growth of the Wi-Fi analytics market. However, lack of standardized regulatory compliance across the world and lack of analysis skills are expected to hinder the growth of the Wi-Fi analytics market. On the contrary, rise in adoption of Internet of Things (IoT) and mobile-connected smart objects are expected to provide lucrative opportunities for the market growth in the coming years.

The Wi-Fi analytics market is segmented on the basis of component, deployment, application, industry vertical, and region. By component, the market is categorized into solution and service. On the basis of deployment, it is classified into on-premise and cloud. By application, it bifurcated into Wi-Fi presence analytics and Wi-Fi marketing analytics. Depending on industry vertical, it is divided into retail, hospitality, sports &

entertainment, transportation, healthcare and others. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The company profiles of Wi-Fi analytics market players included in this report are Cisco Systems Inc., Fortinet, Aruba, SkyFii, Blix, Ruckus Networks, Purple, Cloud4Wi, Yelp Wi-Fi Inc., and GoZone WiFi.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global Wi-Fi analytics market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analyses on the market size is provided in the report.

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

The quantitative analysis of the global Wi-Fi analytics market from 2018 to 2026 is provided to determine the market potential.

## KEY MARKET SEGMENTS

### By Component

Solution

Services

### By Deployment

Cloud

On-premise

## By Application

Wi-Fi Presence Analytics

Wi-Fi Marketing Analytics

## By Industry Vertical

Retail

Hospitality & Tourism

Sports & Entertainment

Transportation

Healthcare

Others

## BY REGION

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Cisco Systems Inc.

Fortinet

Aruba

SkyFii

Blix

Ruckus Networks

Purple

Cloud4Wi

Yelp Wi-Fi Inc.

GoZone WiFi

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