

# Global Bluetooth Beacons Market Size Study, by Technology (AltBeacon, Eddystone, iBeacon, URIBeacon), by Functions (Content Delivery, Event Management, Payment, Proximity Marketing, Transportation), by End-User (Automotive, Financial Institutions, Healthcare, Retail, Travel & Tourism) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G1024F2FF688EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G1024F2FF688EN

## Abstracts

Global Bluetooth Beacons Market is valued approximately at USD 4.22 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 16.62% over the forecast period 2024-2032. Bluetooth beacons, small wireless devices based on Bluetooth Low Energy (BLE), are widely used to monitor workspace occupancy, track visitor flow, and provide seamless indoor navigation. The surge in Bluetooth technology adoption has spurred demand for innovative wireless applications, including home automation, location-based services, personal monitoring and tracking, and remote access control. Increasingly, Bluetooth beacons are employed in logistics and warehouse management to deliver an affordable and adaptable infrastructure, making them a scalable and cost-effective solution for traditional challenges. Moreover, ongoing investments in Industry 4.0 have bolstered the demand for Bluetooth beacons to automate equipment identification and tracking across manufacturing facilities. However, limited awareness and concerns about data privacy and security, as well as maintenance issues, have restricted the deployment of Bluetooth beacons across various end-user industries. Nevertheless, the introduction of ultra-long-ranged and long-ranged Bluetooth beacons, along with their growing adoption in the healthcare sector to streamline operations and simplify indoor navigation, is expected to create growth opportunities for the Bluetooth beacons market in the coming years. The rising adoption of Apple Bluetooth beacons is driven by improved developer

support and strong brand recognition. AltBeacon, an open and non-proprietary protocol, promotes interoperability and creativity across platforms. Google's Eddystone protocol offers versatile frame types that cater to various applications, enhancing its industry position with comprehensive capabilities and broad platform compatibility. Apple's iBeacon technology has revolutionized location-based services on iOS devices, facilitating personalized user experiences such as in-store navigation and targeted advertising. URIBeacon initially provided a unique approach to URL broadcasting for IoT interactions and location-based services, later replaced by Eddystone's more flexible URL frame type.

The automotive sector uses Bluetooth beacons to enhance vehicle tracking, offer proximity marketing in dealerships, and personalize the customer journey, thus streamlining operations and enriching the connected car experience. In the financial sector, Bluetooth beacons refine client interactions and bolster security through targeted advertising, efficient queue management, enhanced customer insights via behavior analysis, and proximity-based validation. The healthcare industry benefits from meticulous asset tracking, comprehensive patient supervision, and improved navigation in medical facilities, significantly enhancing operational productivity, patient welfare, and resource allocation. In retail, Bluetooth beacons revolutionize consumer interactions by enabling seamless proximity marketing, contactless transactions, personalized engagements, and gathering vital consumer behavior data. They also refine inventory management and elevate customer service. In travel and tourism, Bluetooth beacons offer essential navigational aid, contextual promotions, and enriched visitor experiences in transit hubs and cultural institutions with customized information and notifications. The key regions considered for the global Bluetooth Beacons Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the Bluetooth beacon market in 2023, driven by expanding retail sectors, supportive government initiatives for industrial digitization, and ongoing advancements in Bluetooth beacon technologies. High deployment of Bluetooth beacons by large retail stores and healthcare facilities in developed American economies has further supported market growth. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by the introduction and expansion of 5G services, exponential growth of eCommerce sectors, and significant investments in logistics and warehouse activities.

Major market players included in this report are:

beaconsmind AG

Beaconstac

BeaconZone Ltd.

BlueCats Australia Pty Limited

blukii by hard&softWERK GmbH

ECOM Instruments GmbH  
ELA Innovation SA  
EM Microelectronic  
Estimote, Inc.  
Gimbal, Inc.  
Google LLC by Alphabet Inc.  
GPS Tracking Canada  
Hewlett Packard Enterprise Development LP  
HID Global Corporation  
infsoft GmbH

The detailed segments and sub-segment of the market are explained below:

By Technology

- AltBeacon
- Eddystone
- iBeacon
- URIBeacon

By Functions

- Content Delivery
- Event Management
- Payment
- Proximity Marketing
- Transportation

By End-User

- Automotive
- Financial Institutions
- Healthcare
- Retail
- Travel & Tourism

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy

- ROE
- Asia Pacific
- China
  - India
  - Japan
  - Australia
  - South Korea
  - RoAPAC

Latin America

- Brazil
- Mexico
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL BLUETOOTH BEACONS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Bluetooth Beacons Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Technology
  - 1.3.2. By Functions
  - 1.3.3. By End-User
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL BLUETOOTH BEACONS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL BLUETOOTH BEACONS MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Proliferation of Bluetooth Technology
- 3.1.2. Rising Adoption in Logistics and Warehouse Management
- 3.1.3. Growth of Industry 4.0 and IoT Networks

### 3.2. Market Challenges

- 3.2.1. Limited Awareness and Data Privacy Concerns
- 3.2.2. Maintenance Issues

### 3.3. Market Opportunities

- 3.3.1. Introduction of Ultra-Long-Ranged and Long-Ranged Bluetooth Beacons
- 3.3.2. Expansion into the Healthcare Sector

## **CHAPTER 4. GLOBAL BLUETOOTH BEACONS MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top investment opportunity

### 4.4. Top winning strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL BLUETOOTH BEACONS MARKET SIZE & FORECASTS BY TECHNOLOGY 2022-2032**

### 5.1. Segment Dashboard

### 5.2. Global Bluetooth Beacons Market: Technology Revenue Trend Analysis, 2022 &

2032 (USD Billion)

5.2.1. AltBeacon

5.2.2. Eddystone

5.2.3. iBeacon

5.2.4. URIBeacon

## **CHAPTER 6. GLOBAL BLUETOOTH BEACONS MARKET SIZE & FORECASTS BY FUNCTIONS 2022-2032**

6.1. Segment Dashboard

6.2. Global Bluetooth Beacons Market: Functions Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Content Delivery

6.2.2. Event Management

6.2.3. Payment

6.2.4. Proximity Marketing

6.2.5. Transportation

## **CHAPTER 7. GLOBAL BLUETOOTH BEACONS MARKET SIZE & FORECASTS BY END-USER 2022-2032**

7.1. Segment Dashboard

7.2. Global Bluetooth Beacons Market: End-User Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Automotive

7.2.2. Financial Institutions

7.2.3. Healthcare

7.2.4. Retail

7.2.5. Travel & Tourism

## **CHAPTER 8. GLOBAL BLUETOOTH BEACONS MARKET SIZE & FORECASTS BY REGION 2022-2032**

7.1. North America Bluetooth Beacons Market

7.1.1. U.S. Bluetooth Beacons Market

7.1.1.1. Technology breakdown size & forecasts, 2022-2032

7.1.1.2. Functions breakdown size & forecasts, 2022-2032

7.1.1.3. End-User breakdown size & forecasts, 2022-2032

7.1.2. Canada Bluetooth Beacons Market

- 7.2. Europe Bluetooth Beacons Market
  - 7.2.1. UK Bluetooth Beacons Market
  - 7.2.2. Germany Bluetooth Beacons Market
  - 7.2.3. France Bluetooth Beacons Market
  - 7.2.4. Spain Bluetooth Beacons Market
  - 7.2.5. Italy Bluetooth Beacons Market
  - 7.2.6. Rest of Europe Bluetooth Beacons Market
- 7.3. Asia-Pacific Bluetooth Beacons Market
  - 7.3.1. China Bluetooth Beacons Market
  - 7.3.2. India Bluetooth Beacons Market
  - 7.3.3. Japan Bluetooth Beacons Market
  - 7.3.4. Australia Bluetooth Beacons Market
  - 7.3.5. South Korea Bluetooth Beacons Market
  - 7.3.6. Rest of Asia Pacific Bluetooth Beacons Market
- 7.4. Latin America Bluetooth Beacons Market
  - 7.4.1. Brazil Bluetooth Beacons Market
  - 7.4.2. Mexico Bluetooth Beacons Market
  - 7.4.3. Rest of Latin America Bluetooth Beacons Market
- 7.5. Middle East & Africa Bluetooth Beacons Market
  - 7.5.1. Saudi Arabia Bluetooth Beacons Market
  - 7.5.2. South Africa Bluetooth Beacons Market
  - 7.5.3. Rest of Middle East & Africa Bluetooth Beacons Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. beaconsmind AG
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. Beaconstac
  - 8.3.3. BeaconZone Ltd.



- 8.3.4. BlueCats Australia Pty Limited
- 8.3.5. blukii by hard&softWERK GmbH
- 8.3.6. ECOM Instruments GmbH
- 8.3.7. ELA Innovation SA
- 8.3.8. EM Microelectronic
- 8.3.9. Estimote, Inc.
- 8.3.10. Gimbal, Inc.
- 8.3.11. Google LLC by Alphabet Inc.
- 8.3.12. GPS Tracking Canada
- 8.3.13. Hewlett Packard Enterprise Development LP
- 8.3.14. HID Global Corporation
- 8.3.15. infsoft GmbH

## **CHAPTER 9. RESEARCH PROCESS**

### 9.1. Research Process

- 9.1.1. Data Mining
- 9.1.2. Analysis
- 9.1.3. Market Estimation
- 9.1.4. Validation
- 9.1.5. Publishing

### 9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Bluetooth Beacons market, report scope

TABLE 2. Global Bluetooth Beacons market estimates & forecasts by Region  
2022-2032 (USD Billion)

TABLE 3. Global Bluetooth Beacons market estimates & forecasts by Technology  
2022-2032 (USD Billion)

TABLE 4. Global Bluetooth Beacons market estimates & forecasts by Functions  
2022-2032 (USD Billion)

TABLE 5. Global Bluetooth Beacons market estimates & forecasts by End-User  
2022-2032 (USD Billion)

TABLE 6. Global Bluetooth Beacons market by segment, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 7. Global Bluetooth Beacons market by region, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 8. Global Bluetooth Beacons market by segment, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 9. Global Bluetooth Beacons market by region, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 10. Global Bluetooth Beacons market by segment, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 11. Global Bluetooth Beacons market by region, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 12. Global Bluetooth Beacons market by segment, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 13. Global Bluetooth Beacons market by region, estimates & forecasts,  
2022-2032 (USD Billion)

TABLE 14. U.S. Bluetooth Beacons market estimates & forecasts, 2022-2032 (USD  
Billion)

TABLE 15. U.S. Bluetooth Beacons market estimates & forecasts by segment  
2022-2032 (USD Billion)

TABLE 16. U.S. Bluetooth Beacons market estimates & forecasts by segment  
2022-2032 (USD Billion)

TABLE 17. Canada Bluetooth Beacons market estimates & forecasts, 2022-2032 (USD  
Billion)

TABLE 18. Canada Bluetooth Beacons market estimates & forecasts by segment  
2022-2032 (USD Billion)

TABLE 19. Canada Bluetooth Beacons market estimates & forecasts by segment  
2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Bluetooth Beacons market, research methodology
- FIG 2. Global Bluetooth Beacons market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Bluetooth Beacons market, key trends 2023
- FIG 5. Global Bluetooth Beacons market, growth prospects 2022-2032
- FIG 6. Global Bluetooth Beacons market, porters 5 force model
- FIG 7. Global Bluetooth Beacons market, PESTEL analysis
- FIG 8. Global Bluetooth Beacons market, value chain analysis
- FIG 9. Global Bluetooth Beacons market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Bluetooth Beacons market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Bluetooth Beacons market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Bluetooth Beacons market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Bluetooth Beacons market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Bluetooth Beacons market, regional snapshot 2022 & 2032
- FIG 15. North America Bluetooth Beacons market 2022 & 2032 (USD Billion)
- FIG 16. Europe Bluetooth Beacons market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Bluetooth Beacons market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Bluetooth Beacons market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Bluetooth Beacons market 2022 & 2032 (USD Billion)
- FIG 20. Global Bluetooth Beacons market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

## I would like to order

Product name: Global Bluetooth Beacons Market Size Study, by Technology (AltBeacon, Eddystone, iBeacon, URIBeacon), by Functions (Content Delivery, Event Management, Payment, Proximity Marketing, Transportation), by End-User (Automotive, Financial Institutions, Healthcare, Retail, Travel & Tourism) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G1024F2FF688EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G1024F2FF688EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970