

# **Global Crowd Analytics Market Size Study, by Solution (Software, Service), by Deployment Mode (On-Premise, Cloud), by Application (Mobility & Tracking, Crowd Flow Management, Safety & Security, Others), by End User (Retail, Transportation, Hospitality & Tourism, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Crowd Analytics Market was valued at USD 1323.04 million in 2023 and growing at a compound annual growth rate (CAGR) of 20.4% from 2024 to 2032. Crowd analytics leverages artificial intelligence and big data technologies to analyze and predict crowd movement and behavior, providing actionable insights for various industries such as transportation, retail, hospitality, and smart city management. Using data from sources like CCTV, commercial off-the-shelf cameras, and consumer data, crowd analytics delivers real-time information that helps optimize crowd flow, resource utilization, and safety measures.

The growing demand for advanced crowd management tools in urban areas, coupled with the increasing number of air and train travelers, has significantly propelled the market's growth. With the rise of smart cities and the need for efficient public monitoring systems, the market for crowd analytics is expanding across regions such as North America, Europe, and Asia-Pacific. However, the lack of IT infrastructure in developing countries remains a major restraint for market growth. Conversely, the growing adoption of business intelligence solutions to analyze consumer behavior presents substantial growth opportunities for the crowd analytics market in the coming years.

The hospitality and tourism segment is anticipated to exhibit the fastest growth during the forecast period, driven by the increasing need for crowd management in

multicultural and international tourism hubs. Additionally, the on-premise deployment model continues to dominate the market due to its preference among large enterprises for high-level data security and system management.

The Asia-Pacific region is the fastest-growing region in the crowd analytics market. This rapid growth is driven by several key factors. Firstly, the region has experienced significant urbanization and population growth, leading to increased adoption of smart city initiatives. Governments and city planners are increasingly utilizing crowd analytics to manage urban infrastructure, improve public safety, and optimize transportation systems. Secondly, the proliferation of smartphones and advancements in IoT (Internet of Things) technology in countries like China, India, and Japan have enabled the collection and analysis of large volumes of crowd data. Additionally, the region's strong focus on technological innovation and digital transformation across various industries, including retail, entertainment, and transportation, is fostering the demand for crowd analytics solutions. The presence of numerous tech-savvy consumers and a growing number of businesses seeking to enhance customer experiences and operational efficiencies further fuel this market expansion. Moreover, increasing investments in AI and machine learning technologies by both governments and private sectors are supporting the development and implementation of sophisticated crowd analytics tools. All these factors collectively contribute to the Asia-Pacific region's status as the fastest-growing market for crowd analytics

Major Market Players Included in this Report:

Savannah Simulations AG

NEC Corporation

GEODAN Next

MIRA

Crowd Dynamics International

Walkbase

AGT International GmbH

Spigit, Inc. (Planview)

Crowd Vision Limited

Nokia Corporation

Spigit, Inc.

Securion Systems

Walkbase

Nokia Corporation

Wavestore

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

By Solution:

Software

Service

By Deployment Mode:

On-premise

Cloud

By Application:

Mobility & Tracking

Crowd Flow Management

Safety & Security

Others

By End User:

Retail

Transportation

Hospitality & Tourism

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East and Africa

Saudi Arabia

South Africa

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.

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