

# **Global Smart Beacon Market Size study & Forecast, by Standard Type (iBeacon, Eddystone and Others) by Communication Portal (Hardware, Software and Service), by End User (Retail, Hospitality, Transportation & Logistics, Healthcare, BFSI and Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Smart Beacon Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. A smart beacon is a proximity device that uses Bluetooth low-energy proximity sensing technology to broadcast a signal when used with a compatible app or operating system. When a mobile device enters the range of the beacon, it tracks the customer and determines the device's actual location before sending an allocation-based notice to the device. For instance, smart beacons are utilized in brick-and-mortar retail locations for mobile commerce to alert customers to special discounts. The Smart Beacon Market is expanding because of factors such as the rising adoption of smart devices and the increasing retail industry.

Beacon technology, a location-based proximity marketing tool, is currently being used by retailers to enhance the shopping experience for customers, boost sales, and boost productivity.

Using Bluetooth low energy (BLE) beacon technology, one can seamlessly integrate online and in-store experiences. Retail beacons can keep track of details such as when customers shop, how long they spend there, and what they typically buy. Retailers may utilize this information to enhance their beacon marketing campaigns and make in-store enhancements. Thus, the rising number of retail stores across the world is driving market growth. According to the USDA Foreign Agriculture Service, as of the year 2022,

there were around 13 million retail grocery stores found in India. Along with these, according to Statista, there has been a rise in the number of supermarket stores in Japan. As in year 2018, there were around 4,997 supermarkets present in Japan which increased to 5,806 supermarkets in the year 2020. Thus, the rising number of supermarket and grocery stores is indicating the rising retail industry which is driving the market growth. In addition, rising industrialization and globalization and increasing adoption of beacons in the logistics and transportation industry is creating the lucrative opportunity for the market. However, the requirement of high skill for the creation of beacon solutions and the increasing trend toward offline stores for opting for online platforms in the retail sector stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Smart Beacon Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the high penetration of smart beacon technology in end-user industries, which includes retail, public transportation, logistics, and hospitality and the presence of key market players. Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as the rising number of grocery stores, and rising demand from the logistics industry in the region.

Major market player included in this report are:

Fujitsu Components Ltd.  
Radius Networks  
Kontakt.io  
Cisco System  
Estimote Inc  
Leantegra Inc.  
JAALee Technology Co. Ltd  
HID Global  
Accent Systems  
Sensoro Co. Ltd

Recent Developments in the Market:

In November 2022, Infsoft has introduced a new Locator Beacon. To track clients and servers, the improved Infsoft Locator Beacon employs Bluetooth Low Energy and Ultra-wideband tracking technologies. The new hardware from the full-service provider with headquarters in Ingolstadt allows large organizations to implement a number of use cases based on the locator infrastructure.

In December 2021, Sigfox and CAR-LITE introduced a novel light beacon that can

transmit precise position information regarding a vehicle failure. This is accomplished by using Sigfox's 0G network technology, which enables the transmission of data even in the absence of an internet connection, Wi-Fi, or SIM card.

Global Smart Beacon Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Standard Type, Communication Portal, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Standard Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Standard Type:

iBeacon

Eddystone

Others

By Communication Portal:

Hardware

Software

Service

By End User:

Retail

Hospitality  
Transportation & Logistics  
Healthcare  
BFSI  
Others

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

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

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