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Global Wi-Fi Analytics Market Size study & Forecast, by Component (Solution, Service) by Deployment (On premise, Cloud), by Application (Wi-Fi Presence Analytics, Wi-Fi Marketing Analytics), by Industry Vertical (Retail, Hospitality, Sports & Entertainment, Transportation, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Wi-Fi Analytics Market is valued approximately at USD XXX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Wi-Fi analytics refers to the process of collecting, analyzing, and interpreting data generated by Wi-Fi networks to gain valuable insights into user behavior, preferences, and trends. This technology leverages the information exchanged between Wi-Fi-enabled devices and the network infrastructure to extract meaningful data, such as foot traffic patterns, dwell times, and popular areas within a given physical space. Wi-Fi analytics systems often utilize various metrics, including the number of connected devices, signal strength, and device movement, to provide businesses and organizations with valuable information about user engagement and the overall performance of their Wi-Fi network. The Wi-Fi Analytics market is expanding because of factors such as increasing use of smartphones and smart devices, increasing deployment of public wi-fi across physical venues and increasing deployment of broadband connection.

The escalating number of public hotspots is a driving force behind the growth of the Wi-Fi analytics market. As the demand for seamless and high-speed internet connectivity continues to surge, there has been a significant proliferation of public Wi-Fi hotspots in various locations such as airports, coffee shops, shopping malls, and public

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transportation hubs. According to Statista, in year 2019 the number of public hotspots across the globe stood at 362 million which increased to 549 million public hotspots in year 2022. In addition, rise in adoption of big data analytics and increase in investment on Wi-Fi analytics is creating new opportunities for the market growth. The BLA is planned to be submitted by the end of Q4 2023. The successful launch of this product may provide patients with an alternate option. However, Data security issues stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Wi-Fi Analytics Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in 2022 owing to the rapid advancements in the Internet of Things (IoT) are bolstering the market's economic performance. Furthermore, the increasing embrace of big data analytics across various sectors, such as government bodies, media & entertainment, and healthcare, in countries such as the U.S. and Canada, is playing a pivotal role in driving revenue growth in the regional market. The presence of numerous market players is anticipated to contribute significantly to the overall revenue growth trajectory during the forecast period. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising penetration of smart phones, and internet in the region.

Major market player included in this report are:

Cloud4Wi, Inc

Yelp Wi-Fi Inc.

Aruba Networks

Cisco Systems, Inc.

Purple WiFi Ltd

GoZone WiFi, LLC.

Fortinet, Inc.

Ruckus Networks

Blix

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Skyfii Limited

Recent Developments in the Market:

In January 2023, Purple Wifi has unveiled a strategic collaboration with Altitude Trampoline Park, a trampoline facility, aimed at improving customer relationship management (CRM) record collection, gathering venue-specific feedback, and boosting spending at concessions. Altitude has chosen to integrate Purple's Guest Wi-Fi solution across its corporate sites in the United States. Following the initial launch, multiple franchise locations have also adopted the solution, each encompassing more than 30,000 square feet of indoor space. This partnership is poised to enhance data collection and customer engagement initiatives for Altitude Trampoline Park through the implementation of Purple's innovative Guest Wi-Fi solution.

Global Wi-Fi Analytics 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 – Component, Deployment, Application, Industry Vertical, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

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

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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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Solution

Service

By Deployment:

On premise

Cloud

By Application:

Wi-Fi Presence Analytics

Wi-Fi Marketing Analytics

By Industry Vertical:

Retail

Hospitality

Sports & Entertainment

Transportation

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Healthcare

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

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Latin America

Brazil

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Rest of the World

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