

Global Beacon Management Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Beacon Management Software market size was valued at USD 2030.3 million in 2023 and is forecast to a readjusted size of USD 5237.1 million by 2030 with a CAGR of 14.5% during review period.

Beacon management software is an inevitable software for a company or an individual that has more than 30 deployed beacons. The deployment of numerous beacons makes it difficult to analyze the features that are associated with the beacons. These features include the battery status of several beacons located in multiple physical locations. The beacon management software tracks data output from multiple beacons and gives information regarding battery status, last ping time, and alerts regarding visitor analytics. It also provides insights on the behavior of visitors and their responses to the messages they receive.

Increase in need for managing platform for beacons, growth in awareness about proximity marketing among the retailers, and development in the market for smart cities drive the market. However, limitations on beacons installation is expected to hamper the beacons management software market share during the forecast period. The rise in implementation of beacons has amplified the number of beacons placement across different areas of store or company spaces for sending out the precise messages to target customers. Increase in the number of installed beacons complicates its management. Thus, companies find the need to use a platform, which facilitates management and control of deployed beacons. The increase in awareness of proximity marketing is witnessed in the retail sector due to the advancement of promotional strategies followed by major key players in the retail sector. America dominate the

beacon management software market during the forecast period on account of increasing penetration of organized retail.

The Global Info Research report includes an overview of the development of the Beacon Management Software industry chain, the market status of Hypermarkets (Retail, Non-Retail), Supermarkets (Retail, Non-Retail), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Beacon Management Software.

Regionally, the report analyzes the Beacon Management Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Beacon Management Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Beacon Management Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Beacon Management Software industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Retail, Non-Retail).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Beacon Management Software market.

Regional Analysis: The report involves examining the Beacon Management Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future

projections and forecasts for the Beacon Management Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Beacon Management Software:

Company Analysis: Report covers individual Beacon Management Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Beacon Management Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Hypermarkets, Supermarkets).

Technology Analysis: Report covers specific technologies relevant to Beacon Management Software. It assesses the current state, advancements, and potential future developments in Beacon Management Software areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Beacon Management Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Beacon Management Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Retail

Non-Retail

Market segment by Application

Hypermarkets

Supermarkets

Department Stores

Discounters

Specialty Stores

Cash and Carry Stores

Market segment by players, this report covers

Estimote

Kontakt.io

Gimbal

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Beacon Management Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Beacon Management Software, with revenue, gross margin and global market share of Beacon Management Software from 2019 to 2024.

Chapter 3, the Beacon Management Software competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Beacon Management Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Beacon Management Software.

Chapter 13, to describe Beacon Management Software research findings and conclusion.

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