

# Global Beacon Management Software Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

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.

### Scope of the Report:

This report studies the Beacon Management Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Beacon Management Software market by product type and applications/end industries. 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 Beacon Management Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Beacon Management Software.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, 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 and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Retail

Non-Retail

Market Segment by Applications, can be divided into

Hypermarkets

Supermarkets

Department Stores

Discounters

Specialty Stores

Cash and Carry Stores

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