

Global Bluetooth Beacon Device Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

A beacon is a small Bluetooth radio transmitter. It's kind of like a lighthouse: it repeatedly transmits a single signal that other devices can see. Instead of emitting visible light, though, it broadcasts a radio signal that is made up of a combination of letters and numbers transmitted on a regular interval of approximately 1/10th of a second. A Bluetooth-equipped device like a smartphone can "see" a beacon once it's in range, much like sailors looking for a lighthouse to know where they are.

Scope of the Report

This report studies the Bluetooth Beacon Device 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 Bluetooth Beacon Device market by product type and applications/end industries.

The key factor driving the industry growth is the increased number of applications powered by beacons and Bluetooth Low Energy (BLE) tags. Beacons are witnessing growing penetration across asset tracking and machine/equipment status observation in high volume verticals. At the same time, the markets for both existing and new applications are maturing, leading to larger roll-outs. Growing integration of beacons in cameras, LED lightings, point of sale (POS) devices, digital signage, and vending machines is expected to propel the industry growth over the forecast period. Apart from retail applications, beacons are also projected to become a common commodity in industrial applications.

The Americas dominate the global Bluetooth beacon devices market by accounting for a market share of over 40%. They were the first to adopt this technology, especially in the retail sector. Retailers are taking charge and deploying new and related technologies to test the efficacy of nascent systems. More than half of the retail sector is expected to

deploy this technology. This trend creates more opportunities for device manufacturers and software developers to offer cutting edge products. Companies are working on adapting this technology in other ways to improve efficiency.

The global Bluetooth Beacon Device 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 Bluetooth Beacon Device.

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

BlueCats

Estimote

Gimbal

Gelo

Glimworm Beacons

IBeacon

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

IBeacon

Eddystone

Microsoft 10

Market Segment by Applications, can be divided into

Retail

Travel & Tourism

Healthcare

Financial Institutions

Others

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