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Global Bluetooth Beacon Device 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 Bluetooth Beacon Device market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

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.

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 Global Info Research report includes an overview of the development of the Bluetooth Beacon Device industry chain, the market status of Retail (IBeacon, Eddystone), Travel & Tourism (IBeacon, Eddystone), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot

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applications and market trends of Bluetooth Beacon Device.

Regionally, the report analyzes the Bluetooth Beacon Device 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 Bluetooth Beacon Device market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Bluetooth Beacon Device 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 Bluetooth Beacon Device 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., IBeacon, Eddystone).

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 Bluetooth Beacon Device market.

Regional Analysis: The report involves examining the Bluetooth Beacon Device 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 Bluetooth Beacon Device market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Bluetooth Beacon Device:

Company Analysis: Report covers individual Bluetooth Beacon Device 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 Bluetooth Beacon Device This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Travel & Tourism).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Bluetooth Beacon Device 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

Bluetooth Beacon Device 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

IBeacon

Eddystone

AltBeacon

Market segment by Application

Retail

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Travel & Tourism

Healthcare

Financial Institutions

Others

Market segment by players, 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, 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)

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

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

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

Chapter 3, the Bluetooth Beacon Device 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 Bluetooth Beacon Device 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 Bluetooth Beacon Device.

Chapter 13, to describe Bluetooth Beacon Device research findings and conclusion.

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