

# Global Bluetooth Beacon and iBeacon 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 and iBeacon market size was valued at USD 1179.5 million in 2023 and is forecast to a readjusted size of USD 5097.3 million by 2030 with a CAGR of 23.3% during review period.

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

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

### Key Features:

The report presents comprehensive understanding of the Bluetooth Beacon and iBeacon 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 and iBeacon 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 and iBeacon market.

**Regional Analysis:** The report involves examining the Bluetooth Beacon and iBeacon 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 and iBeacon 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 and iBeacon:

**Company Analysis:** Report covers individual Bluetooth Beacon and iBeacon 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 and iBeacon This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Non-Retail).

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

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

Others

### Market segment by Application

Retail

Non-Retail

### Market segment by players, this report covers

Texas Instruments

Nordic Semiconductor ASA

Silicon Laboratories

Onyx Beacon

Estimote

Kontakt Micro-Location

BlueCats Australia

Gimbal

Blue Sense Networks

Accent Advanced Systems

Glimworm Beacons

Aruba Networks

Sensorberg Gmbh

Radius Networks

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 Bluetooth Beacon and iBeacon product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Bluetooth Beacon and iBeacon, with revenue,

gross margin and global market share of Bluetooth Beacon and iBeacon from 2019 to 2024.

Chapter 3, the Bluetooth Beacon and iBeacon 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 and iBeacon 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 and iBeacon.

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

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of Bluetooth Beacon and iBeacon

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Bluetooth Beacon and iBeacon by Type

1.3.1 Overview: Global Bluetooth Beacon and iBeacon Market Size by Type: 2019 Versus 2023 Versus 2030

1.3.2 Global Bluetooth Beacon and iBeacon Consumption Value Market Share by Type in 2023

1.3.3 iBeacon

1.3.4 Eddystone

1.3.5 Others

1.4 Global Bluetooth Beacon and iBeacon Market by Application

1.4.1 Overview: Global Bluetooth Beacon and iBeacon Market Size by Application: 2019 Versus 2023 Versus 2030

1.4.2 Retail

1.4.3 Non-Retail

1.5 Global Bluetooth Beacon and iBeacon Market Size & Forecast

1.6 Global Bluetooth Beacon and iBeacon Market Size and Forecast by Region

1.6.1 Global Bluetooth Beacon and iBeacon Market Size by Region: 2019 VS 2023 VS 2030

1.6.2 Global Bluetooth Beacon and iBeacon Market Size by Region, (2019-2030)

1.6.3 North America Bluetooth Beacon and iBeacon Market Size and Prospect (2019-2030)

1.6.4 Europe Bluetooth Beacon and iBeacon Market Size and Prospect (2019-2030)

1.6.5 Asia-Pacific Bluetooth Beacon and iBeacon Market Size and Prospect (2019-2030)

1.6.6 South America Bluetooth Beacon and iBeacon Market Size and Prospect (2019-2030)

1.6.7 Middle East and Africa Bluetooth Beacon and iBeacon Market Size and Prospect (2019-2030)

### 2 COMPANY PROFILES

2.1 Texas Instruments

2.1.1 Texas Instruments Details

2.1.2 Texas Instruments Major Business

- 2.1.3 Texas Instruments Bluetooth Beacon and iBeacon Product and Solutions
- 2.1.4 Texas Instruments Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
- 2.1.5 Texas Instruments Recent Developments and Future Plans
- 2.2 Nordic Semiconductor ASA
  - 2.2.1 Nordic Semiconductor ASA Details
  - 2.2.2 Nordic Semiconductor ASA Major Business
  - 2.2.3 Nordic Semiconductor ASA Bluetooth Beacon and iBeacon Product and Solutions
  - 2.2.4 Nordic Semiconductor ASA Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.2.5 Nordic Semiconductor ASA Recent Developments and Future Plans
- 2.3 Silicon Laboratories
  - 2.3.1 Silicon Laboratories Details
  - 2.3.2 Silicon Laboratories Major Business
  - 2.3.3 Silicon Laboratories Bluetooth Beacon and iBeacon Product and Solutions
  - 2.3.4 Silicon Laboratories Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.3.5 Silicon Laboratories Recent Developments and Future Plans
- 2.4 Onyx Beacon
  - 2.4.1 Onyx Beacon Details
  - 2.4.2 Onyx Beacon Major Business
  - 2.4.3 Onyx Beacon Bluetooth Beacon and iBeacon Product and Solutions
  - 2.4.4 Onyx Beacon Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.4.5 Onyx Beacon Recent Developments and Future Plans
- 2.5 Estimote
  - 2.5.1 Estimote Details
  - 2.5.2 Estimote Major Business
  - 2.5.3 Estimote Bluetooth Beacon and iBeacon Product and Solutions
  - 2.5.4 Estimote Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.5.5 Estimote Recent Developments and Future Plans
- 2.6 Kontakt Micro-Location
  - 2.6.1 Kontakt Micro-Location Details
  - 2.6.2 Kontakt Micro-Location Major Business
  - 2.6.3 Kontakt Micro-Location Bluetooth Beacon and iBeacon Product and Solutions
  - 2.6.4 Kontakt Micro-Location Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)

- 2.6.5 Kontakt Micro-Location Recent Developments and Future Plans
- 2.7 BlueCats Australia
  - 2.7.1 BlueCats Australia Details
  - 2.7.2 BlueCats Australia Major Business
  - 2.7.3 BlueCats Australia Bluetooth Beacon and iBeacon Product and Solutions
  - 2.7.4 BlueCats Australia Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.7.5 BlueCats Australia Recent Developments and Future Plans
- 2.8 Gimbal
  - 2.8.1 Gimbal Details
  - 2.8.2 Gimbal Major Business
  - 2.8.3 Gimbal Bluetooth Beacon and iBeacon Product and Solutions
  - 2.8.4 Gimbal Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.8.5 Gimbal Recent Developments and Future Plans
- 2.9 Blue Sense Networks
  - 2.9.1 Blue Sense Networks Details
  - 2.9.2 Blue Sense Networks Major Business
  - 2.9.3 Blue Sense Networks Bluetooth Beacon and iBeacon Product and Solutions
  - 2.9.4 Blue Sense Networks Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Blue Sense Networks Recent Developments and Future Plans
- 2.10 Accent Advanced Systems
  - 2.10.1 Accent Advanced Systems Details
  - 2.10.2 Accent Advanced Systems Major Business
  - 2.10.3 Accent Advanced Systems Bluetooth Beacon and iBeacon Product and Solutions
  - 2.10.4 Accent Advanced Systems Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 Accent Advanced Systems Recent Developments and Future Plans
- 2.11 Glimworm Beacons
  - 2.11.1 Glimworm Beacons Details
  - 2.11.2 Glimworm Beacons Major Business
  - 2.11.3 Glimworm Beacons Bluetooth Beacon and iBeacon Product and Solutions
  - 2.11.4 Glimworm Beacons Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.11.5 Glimworm Beacons Recent Developments and Future Plans
- 2.12 Aruba Networks
  - 2.12.1 Aruba Networks Details



- 2.12.2 Aruba Networks Major Business
- 2.12.3 Aruba Networks Bluetooth Beacon and iBeacon Product and Solutions
- 2.12.4 Aruba Networks Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
- 2.12.5 Aruba Networks Recent Developments and Future Plans
- 2.13 Sensorberg Gmbh
  - 2.13.1 Sensorberg Gmbh Details
  - 2.13.2 Sensorberg Gmbh Major Business
  - 2.13.3 Sensorberg Gmbh Bluetooth Beacon and iBeacon Product and Solutions
  - 2.13.4 Sensorberg Gmbh Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.13.5 Sensorberg Gmbh Recent Developments and Future Plans
- 2.14 Radius Networks
  - 2.14.1 Radius Networks Details
  - 2.14.2 Radius Networks Major Business
  - 2.14.3 Radius Networks Bluetooth Beacon and iBeacon Product and Solutions
  - 2.14.4 Radius Networks Bluetooth Beacon and iBeacon Revenue, Gross Margin and Market Share (2019-2024)
  - 2.14.5 Radius Networks Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Bluetooth Beacon and iBeacon Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)
  - 3.2.1 Market Share of Bluetooth Beacon and iBeacon by Company Revenue
  - 3.2.2 Top 3 Bluetooth Beacon and iBeacon Players Market Share in 2023
  - 3.2.3 Top 6 Bluetooth Beacon and iBeacon Players Market Share in 2023
- 3.3 Bluetooth Beacon and iBeacon Market: Overall Company Footprint Analysis
  - 3.3.1 Bluetooth Beacon and iBeacon Market: Region Footprint
  - 3.3.2 Bluetooth Beacon and iBeacon Market: Company Product Type Footprint
  - 3.3.3 Bluetooth Beacon and iBeacon Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

### **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Bluetooth Beacon and iBeacon Consumption Value and Market Share by Type (2019-2024)
- 4.2 Global Bluetooth Beacon and iBeacon Market Forecast by Type (2025-2030)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

5.1 Global Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2024)

5.2 Global Bluetooth Beacon and iBeacon Market Forecast by Application (2025-2030)

## **6 NORTH AMERICA**

6.1 North America Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2030)

6.2 North America Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2030)

6.3 North America Bluetooth Beacon and iBeacon Market Size by Country

6.3.1 North America Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2030)

6.3.2 United States Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

6.3.3 Canada Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

6.3.4 Mexico Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

## **7 EUROPE**

7.1 Europe Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2030)

7.2 Europe Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2030)

7.3 Europe Bluetooth Beacon and iBeacon Market Size by Country

7.3.1 Europe Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2030)

7.3.2 Germany Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

7.3.3 France Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

7.3.5 Russia Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

7.3.6 Italy Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Type

(2019-2030)

8.2 Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Application  
(2019-2030)

8.3 Asia-Pacific Bluetooth Beacon and iBeacon Market Size by Region

8.3.1 Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Region  
(2019-2030)

8.3.2 China Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

8.3.3 Japan Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

8.3.4 South Korea Bluetooth Beacon and iBeacon Market Size and Forecast  
(2019-2030)

8.3.5 India Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Bluetooth Beacon and iBeacon Market Size and Forecast  
(2019-2030)

8.3.7 Australia Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

## **9 SOUTH AMERICA**

9.1 South America Bluetooth Beacon and iBeacon Consumption Value by Type  
(2019-2030)

9.2 South America Bluetooth Beacon and iBeacon Consumption Value by Application  
(2019-2030)

9.3 South America Bluetooth Beacon and iBeacon Market Size by Country

9.3.1 South America Bluetooth Beacon and iBeacon Consumption Value by Country  
(2019-2030)

9.3.2 Brazil Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

9.3.3 Argentina Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Type  
(2019-2030)

10.2 Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by  
Application (2019-2030)

10.3 Middle East & Africa Bluetooth Beacon and iBeacon Market Size by Country

10.3.1 Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by  
Country (2019-2030)

10.3.2 Turkey Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Bluetooth Beacon and iBeacon Market Size and Forecast  
(2019-2030)

#### 10.3.4 UAE Bluetooth Beacon and iBeacon Market Size and Forecast (2019-2030)

### **11 MARKET DYNAMICS**

- 11.1 Bluetooth Beacon and iBeacon Market Drivers
- 11.2 Bluetooth Beacon and iBeacon Market Restraints
- 11.3 Bluetooth Beacon and iBeacon Trends Analysis
- 11.4 Porters Five Forces Analysis
  - 11.4.1 Threat of New Entrants
  - 11.4.2 Bargaining Power of Suppliers
  - 11.4.3 Bargaining Power of Buyers
  - 11.4.4 Threat of Substitutes
  - 11.4.5 Competitive Rivalry

### **12 INDUSTRY CHAIN ANALYSIS**

- 12.1 Bluetooth Beacon and iBeacon Industry Chain
- 12.2 Bluetooth Beacon and iBeacon Upstream Analysis
- 12.3 Bluetooth Beacon and iBeacon Midstream Analysis
- 12.4 Bluetooth Beacon and iBeacon Downstream Analysis

### **13 RESEARCH FINDINGS AND CONCLUSION**

### **14 APPENDIX**

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Bluetooth Beacon and iBeacon Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Bluetooth Beacon and iBeacon Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Bluetooth Beacon and iBeacon Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Bluetooth Beacon and iBeacon Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Texas Instruments Company Information, Head Office, and Major Competitors

Table 6. Texas Instruments Major Business

Table 7. Texas Instruments Bluetooth Beacon and iBeacon Product and Solutions

Table 8. Texas Instruments Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Texas Instruments Recent Developments and Future Plans

Table 10. Nordic Semiconductor ASA Company Information, Head Office, and Major Competitors

Table 11. Nordic Semiconductor ASA Major Business

Table 12. Nordic Semiconductor ASA Bluetooth Beacon and iBeacon Product and Solutions

Table 13. Nordic Semiconductor ASA Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Nordic Semiconductor ASA Recent Developments and Future Plans

Table 15. Silicon Laboratories Company Information, Head Office, and Major Competitors

Table 16. Silicon Laboratories Major Business

Table 17. Silicon Laboratories Bluetooth Beacon and iBeacon Product and Solutions

Table 18. Silicon Laboratories Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Silicon Laboratories Recent Developments and Future Plans

Table 20. Onyx Beacon Company Information, Head Office, and Major Competitors

Table 21. Onyx Beacon Major Business

Table 22. Onyx Beacon Bluetooth Beacon and iBeacon Product and Solutions

Table 23. Onyx Beacon Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Onyx Beacon Recent Developments and Future Plans

- Table 25. Estimote Company Information, Head Office, and Major Competitors
- Table 26. Estimote Major Business
- Table 27. Estimote Bluetooth Beacon and iBeacon Product and Solutions
- Table 28. Estimote Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 29. Estimote Recent Developments and Future Plans
- Table 30. Kontakt Micro-Location Company Information, Head Office, and Major Competitors
- Table 31. Kontakt Micro-Location Major Business
- Table 32. Kontakt Micro-Location Bluetooth Beacon and iBeacon Product and Solutions
- Table 33. Kontakt Micro-Location Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 34. Kontakt Micro-Location Recent Developments and Future Plans
- Table 35. BlueCats Australia Company Information, Head Office, and Major Competitors
- Table 36. BlueCats Australia Major Business
- Table 37. BlueCats Australia Bluetooth Beacon and iBeacon Product and Solutions
- Table 38. BlueCats Australia Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 39. BlueCats Australia Recent Developments and Future Plans
- Table 40. Gimbal Company Information, Head Office, and Major Competitors
- Table 41. Gimbal Major Business
- Table 42. Gimbal Bluetooth Beacon and iBeacon Product and Solutions
- Table 43. Gimbal Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 44. Gimbal Recent Developments and Future Plans
- Table 45. Blue Sense Networks Company Information, Head Office, and Major Competitors
- Table 46. Blue Sense Networks Major Business
- Table 47. Blue Sense Networks Bluetooth Beacon and iBeacon Product and Solutions
- Table 48. Blue Sense Networks Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 49. Blue Sense Networks Recent Developments and Future Plans
- Table 50. Accent Advanced Systems Company Information, Head Office, and Major Competitors
- Table 51. Accent Advanced Systems Major Business
- Table 52. Accent Advanced Systems Bluetooth Beacon and iBeacon Product and Solutions
- Table 53. Accent Advanced Systems Bluetooth Beacon and iBeacon Revenue (USD



Million), Gross Margin and Market Share (2019-2024)

Table 54. Accent Advanced Systems Recent Developments and Future Plans

Table 55. Glimworm Beacons Company Information, Head Office, and Major Competitors

Table 56. Glimworm Beacons Major Business

Table 57. Glimworm Beacons Bluetooth Beacon and iBeacon Product and Solutions

Table 58. Glimworm Beacons Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Glimworm Beacons Recent Developments and Future Plans

Table 60. Aruba Networks Company Information, Head Office, and Major Competitors

Table 61. Aruba Networks Major Business

Table 62. Aruba Networks Bluetooth Beacon and iBeacon Product and Solutions

Table 63. Aruba Networks Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Aruba Networks Recent Developments and Future Plans

Table 65. Sensorberg Gmbh Company Information, Head Office, and Major Competitors

Table 66. Sensorberg Gmbh Major Business

Table 67. Sensorberg Gmbh Bluetooth Beacon and iBeacon Product and Solutions

Table 68. Sensorberg Gmbh Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. Sensorberg Gmbh Recent Developments and Future Plans

Table 70. Radius Networks Company Information, Head Office, and Major Competitors

Table 71. Radius Networks Major Business

Table 72. Radius Networks Bluetooth Beacon and iBeacon Product and Solutions

Table 73. Radius Networks Bluetooth Beacon and iBeacon Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Radius Networks Recent Developments and Future Plans

Table 75. Global Bluetooth Beacon and iBeacon Revenue (USD Million) by Players (2019-2024)

Table 76. Global Bluetooth Beacon and iBeacon Revenue Share by Players (2019-2024)

Table 77. Breakdown of Bluetooth Beacon and iBeacon by Company Type (Tier 1, Tier 2, and Tier 3)

Table 78. Market Position of Players in Bluetooth Beacon and iBeacon, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 79. Head Office of Key Bluetooth Beacon and iBeacon Players

Table 80. Bluetooth Beacon and iBeacon Market: Company Product Type Footprint

Table 81. Bluetooth Beacon and iBeacon Market: Company Product Application Footprint

Table 82. Bluetooth Beacon and iBeacon New Market Entrants and Barriers to Market Entry

Table 83. Bluetooth Beacon and iBeacon Mergers, Acquisition, Agreements, and Collaborations

Table 84. Global Bluetooth Beacon and iBeacon Consumption Value (USD Million) by Type (2019-2024)

Table 85. Global Bluetooth Beacon and iBeacon Consumption Value Share by Type (2019-2024)

Table 86. Global Bluetooth Beacon and iBeacon Consumption Value Forecast by Type (2025-2030)

Table 87. Global Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024)

Table 88. Global Bluetooth Beacon and iBeacon Consumption Value Forecast by Application (2025-2030)

Table 89. North America Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2024) & (USD Million)

Table 90. North America Bluetooth Beacon and iBeacon Consumption Value by Type (2025-2030) & (USD Million)

Table 91. North America Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024) & (USD Million)

Table 92. North America Bluetooth Beacon and iBeacon Consumption Value by Application (2025-2030) & (USD Million)

Table 93. North America Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2024) & (USD Million)

Table 94. North America Bluetooth Beacon and iBeacon Consumption Value by Country (2025-2030) & (USD Million)

Table 95. Europe Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2024) & (USD Million)

Table 96. Europe Bluetooth Beacon and iBeacon Consumption Value by Type (2025-2030) & (USD Million)

Table 97. Europe Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024) & (USD Million)

Table 98. Europe Bluetooth Beacon and iBeacon Consumption Value by Application (2025-2030) & (USD Million)

Table 99. Europe Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2024) & (USD Million)

Table 100. Europe Bluetooth Beacon and iBeacon Consumption Value by Country (2025-2030) & (USD Million)

Table 101. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Type



(2019-2024) & (USD Million)

Table 102. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Type (2025-2030) & (USD Million)

Table 103. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024) & (USD Million)

Table 104. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Application (2025-2030) & (USD Million)

Table 105. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Region (2019-2024) & (USD Million)

Table 106. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value by Region (2025-2030) & (USD Million)

Table 107. South America Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2024) & (USD Million)

Table 108. South America Bluetooth Beacon and iBeacon Consumption Value by Type (2025-2030) & (USD Million)

Table 109. South America Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024) & (USD Million)

Table 110. South America Bluetooth Beacon and iBeacon Consumption Value by Application (2025-2030) & (USD Million)

Table 111. South America Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2024) & (USD Million)

Table 112. South America Bluetooth Beacon and iBeacon Consumption Value by Country (2025-2030) & (USD Million)

Table 113. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Type (2019-2024) & (USD Million)

Table 114. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Type (2025-2030) & (USD Million)

Table 115. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Application (2019-2024) & (USD Million)

Table 116. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Application (2025-2030) & (USD Million)

Table 117. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Country (2019-2024) & (USD Million)

Table 118. Middle East & Africa Bluetooth Beacon and iBeacon Consumption Value by Country (2025-2030) & (USD Million)

Table 119. Bluetooth Beacon and iBeacon Raw Material

Table 120. Key Suppliers of Bluetooth Beacon and iBeacon Raw Materials

## List Of Figures

### LIST OF FIGURES

Figure 1. Bluetooth Beacon and iBeacon Picture

Figure 2. Global Bluetooth Beacon and iBeacon Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Bluetooth Beacon and iBeacon Consumption Value Market Share by Type in 2023

Figure 4. iBeacon

Figure 5. Eddystone

Figure 6. Others

Figure 7. Global Bluetooth Beacon and iBeacon Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 8. Bluetooth Beacon and iBeacon Consumption Value Market Share by Application in 2023

Figure 9. Retail Picture

Figure 10. Non-Retail Picture

Figure 11. Global Bluetooth Beacon and iBeacon Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 12. Global Bluetooth Beacon and iBeacon Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 13. Global Market Bluetooth Beacon and iBeacon Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 14. Global Bluetooth Beacon and iBeacon Consumption Value Market Share by Region (2019-2030)

Figure 15. Global Bluetooth Beacon and iBeacon Consumption Value Market Share by Region in 2023

Figure 16. North America Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 17. Europe Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 18. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 19. South America Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 20. Middle East and Africa Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 21. Global Bluetooth Beacon and iBeacon Revenue Share by Players in 2023

Figure 22. Bluetooth Beacon and iBeacon Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 23. Global Top 3 Players Bluetooth Beacon and iBeacon Market Share in 2023

Figure 24. Global Top 6 Players Bluetooth Beacon and iBeacon Market Share in 2023

Figure 25. Global Bluetooth Beacon and iBeacon Consumption Value Share by Type (2019-2024)

Figure 26. Global Bluetooth Beacon and iBeacon Market Share Forecast by Type (2025-2030)

Figure 27. Global Bluetooth Beacon and iBeacon Consumption Value Share by Application (2019-2024)

Figure 28. Global Bluetooth Beacon and iBeacon Market Share Forecast by Application (2025-2030)

Figure 29. North America Bluetooth Beacon and iBeacon Consumption Value Market Share by Type (2019-2030)

Figure 30. North America Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2030)

Figure 31. North America Bluetooth Beacon and iBeacon Consumption Value Market Share by Country (2019-2030)

Figure 32. United States Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 33. Canada Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 34. Mexico Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 35. Europe Bluetooth Beacon and iBeacon Consumption Value Market Share by Type (2019-2030)

Figure 36. Europe Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2030)

Figure 37. Europe Bluetooth Beacon and iBeacon Consumption Value Market Share by Country (2019-2030)

Figure 38. Germany Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 39. France Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 40. United Kingdom Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 41. Russia Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 42. Italy Bluetooth Beacon and iBeacon Consumption Value (2019-2030) &

(USD Million)

Figure 43. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value Market Share by Type (2019-2030)

Figure 44. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2030)

Figure 45. Asia-Pacific Bluetooth Beacon and iBeacon Consumption Value Market Share by Region (2019-2030)

Figure 46. China Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 47. Japan Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 48. South Korea Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 49. India Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 50. Southeast Asia Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 51. Australia Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 52. South America Bluetooth Beacon and iBeacon Consumption Value Market Share by Type (2019-2030)

Figure 53. South America Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2030)

Figure 54. South America Bluetooth Beacon and iBeacon Consumption Value Market Share by Country (2019-2030)

Figure 55. Brazil Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 56. Argentina Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 57. Middle East and Africa Bluetooth Beacon and iBeacon Consumption Value Market Share by Type (2019-2030)

Figure 58. Middle East and Africa Bluetooth Beacon and iBeacon Consumption Value Market Share by Application (2019-2030)

Figure 59. Middle East and Africa Bluetooth Beacon and iBeacon Consumption Value Market Share by Country (2019-2030)

Figure 60. Turkey Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 61. Saudi Arabia Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 62. UAE Bluetooth Beacon and iBeacon Consumption Value (2019-2030) & (USD Million)

Figure 63. Bluetooth Beacon and iBeacon Market Drivers

Figure 64. Bluetooth Beacon and iBeacon Market Restraints

Figure 65. Bluetooth Beacon and iBeacon Market Trends

Figure 66. Porters Five Forces Analysis

Figure 67. Manufacturing Cost Structure Analysis of Bluetooth Beacon and iBeacon in 2023

Figure 68. Manufacturing Process Analysis of Bluetooth Beacon and iBeacon

Figure 69. Bluetooth Beacon and iBeacon Industrial Chain

Figure 70. Methodology

Figure 71. Research Process and Data Source

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