

Global Bluetooth Beacons 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 Beacons 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.

Bluetooth beacons are becoming increasingly popular across industries as they are a cost effective and simple deploy model. As these beacons are supported by almost all operating systems, their demand is expected to increase. Bluetooth beacons are deployed by businesses to send content and information, which are contextually relevant, to users at specific locations. They open up the probability of connecting the online virtual world with the offline, physical world by providing context –aware information to mobile users. Bluetooth beacons devices broadcast signals and messages to smart devices under range, in the form of notifications. They basically consist of a chip and various electronic components on a small circuit board. As these devices offer a more personalized and enhanced user experience, the market for Bluetooth beacons is projected to grow at a healthy pace.

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 Beacons 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 applications and market trends of Bluetooth Beacons.

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

Key Features:

The report presents comprehensive understanding of the Bluetooth Beacons 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 Beacons 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 Beacons market.

Regional Analysis: The report involves examining the Bluetooth Beacons 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 Beacons 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 Beacons:

Company Analysis: Report covers individual Bluetooth Beacons 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 Beacons. 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 Beacons. It assesses the current state, advancements, and potential future developments in Bluetooth Beacons areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Bluetooth Beacons 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 Beacons 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

Microsoft 10

Market segment by Application

Retail

Travel & Tourism

Healthcare

Financial Institutions

Market segment by players, this report covers

BlueCats

Estimote

Kontakt.io

PayPal

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

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

Chapter 3, the Bluetooth Beacons 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 Beacons 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 Beacons.

Chapter 13, to describe Bluetooth Beacons research findings and conclusion.

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