

# Global Bluetooth Indoor Positioning Device Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GFA9FCB87E84EN.html>

Date: March 2024

Pages: 113

Price: US\$ 3,480.00 (Single User License)

ID: GFA9FCB87E84EN

## Abstracts

According to our (Global Info Research) latest study, the global Bluetooth Indoor Positioning 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.

Indoor positioning device refers to the equipment network that can locate people or objects in the indoor environment. It usually consists of two distinct elements: anchor and position tags. Anchor is a device, such as a beacon or a relay, strategically placed in a defined space. Tags are carried by people or things. Anchor either actively locates the mobile device and tag, or provides an environment location or context for the device to be aware of. Wi-fi and Bluetooth can work based on existing network infrastructure. It's easy to install and low cost. Its main working principle involves the use of received signal strength (RSS), which depends on the distance between the sender and receiver. Three measurements can be used to calculate the location of mobile devices by simply measuring the RSS of a tag to multiple Bluetooth beacons or Wi-Fi access points.

The Global Info Research report includes an overview of the development of the Bluetooth Indoor Positioning Device industry chain, the market status of Healthcare (Ceiling-mounted Device, Wall-mounted Device), Intelligent Building (Ceiling-mounted Device, Wall-mounted Device), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Bluetooth Indoor Positioning Device.

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

#### Key Features:

The report presents comprehensive understanding of the Bluetooth Indoor Positioning 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 Indoor Positioning 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 sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Ceiling-mounted Device, Wall-mounted Device).

**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 Indoor Positioning Device market.

**Regional Analysis:** The report involves examining the Bluetooth Indoor Positioning 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 Indoor Positioning 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 Indoor Positioning Device:

**Company Analysis:** Report covers individual Bluetooth Indoor Positioning Device manufacturers, 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 Indoor Positioning Device. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Healthcare, Intelligent Building).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Bluetooth Indoor Positioning 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 Indoor Positioning 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 volume and value.

### Market segment by Type

Ceiling-mounted Device

Wall-mounted Device

Mobile Device

### Market segment by Application

Healthcare

Intelligent Building

Manufacturing

Transportation

Others

#### Major players covered

BlueloT

u-blox

Kontakt.io

Navigine

Zonith

Sensewhere

MOKOBlue

Apple

HERE Maps

Broadcom

Acuity Brands

#### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

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

Chapter 2, to profile the top manufacturers of Bluetooth Indoor Positioning Device, with price, sales, revenue and global market share of Bluetooth Indoor Positioning Device from 2019 to 2024.

Chapter 3, the Bluetooth Indoor Positioning Device competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Bluetooth Indoor Positioning Device breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Bluetooth Indoor Positioning Device market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Bluetooth Indoor Positioning Device.

Chapter 14 and 15, to describe Bluetooth Indoor Positioning Device sales channel,

distributors, customers, research findings and conclusion.

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