

Global ibeacon Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G86791AEFD6EN.html>

Date: September 2018

Pages: 120

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

ID: G86791AEFD6EN

Abstracts

The term iBeacon and Beacon are often used interchangeably. iBeacon is the name for Apple's technology standard, which allows Mobile Apps (running on both iOS and Android devices) to listen for signals from beacons in the physical world and react accordingly. In essence, iBeacon technology allows Mobile Apps to understand their position on a micro-local scale, and deliver hyper-contextual content to users based on location. The underlying communication technology is Bluetooth Low Energy.

Scope of the Report:

This report studies the ibeacon 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 ibeacon market by product type and applications/end industries.

Commercial/Enterprise applications have an enormous untapped potential. We've seen a lot of consumer-facing spins on iBeacon deployment, with smaller attention paid to less glamorous applications like inventory management, logistics, and manufacturing.

It makes sense that retail might be seen as having a smaller piece of the "iBeacon pie", especially when that pie is measured in units. Retail locations are relatively small in square footage, and don't need a tremendous amount of units for ample coverage.

The global ibeacon 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 ibeacon.

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

Apple

Estimote

Gimbal

Kontakt

Gelo

BlueCats

BlueSense

GlimWorm

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

Close Distance: A Few Centimeters

Medium Distance: A Few Meters

Long Distance: More Than 10 Meters

Market Segment by Applications, can be divided into

Advertising

Indoor Navigation

Notification & Alert

Monitoring

Real-Time Analysis

Quick Interaction

Others

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