

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

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Abstracts

Proximity marketing is the localized wireless distribution of advertising content associated with a particular place. Transmissions can be received by individuals in that location who wish to receive them and have the necessary equipment to do so.

Scope of the Report:

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

North America held the largest share of the proximity marketing market in 2017, whereas APAC is expected to register the highest growth rate in this market between 2018 and 2023. The increase in smartphone penetration, availability of mobile Internet, growing use of mobile applications & mobile web, and introduction of 4G network by the carriers are some of the factors responsible for the dominance of North America in the market.

The global Proximity Marketing 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 Proximity Marketing.

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

Google

Microsoft

Apple

Zebra Technologies

Qualcomm

Inmarket

Swirl Networks

Shopkick

Estimote

Unacast

Bluision

Roximity

Proxama

Scanbuy

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

Wi-Fi

BLE Beacon

Near Field Communication (NFC)

GPS Geofencing

Others

Market Segment by Applications, can be divided into

Retail & E-Commerce

Healthcare

Infrastructural

BFSI

Others

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