

Global Proximity Marketing 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 Proximity Marketing market size was valued at USD 22030 million in 2023 and is forecast to a readjusted size of USD 50450 million by 2030 with a CAGR of 12.6% during review period.

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.

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 Info Research report includes an overview of the development of the Proximity Marketing industry chain, the market status of Retail & E-Commerce (Wi-Fi, BLE Beacon), Healthcare (Wi-Fi, BLE Beacon), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Proximity Marketing.

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

Key Features:

The report presents comprehensive understanding of the Proximity Marketing 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 Proximity Marketing 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., Wi-Fi, BLE Beacon).

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 Proximity Marketing market.

Regional Analysis: The report involves examining the Proximity Marketing 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 Proximity Marketing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Proximity Marketing:

Company Analysis: Report covers individual Proximity Marketing 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 Proximity Marketing This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail & E-Commerce, Healthcare).

Technology Analysis: Report covers specific technologies relevant to Proximity Marketing. It assesses the current state, advancements, and potential future developments in Proximity Marketing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Proximity Marketing 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

Proximity Marketing 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

Wi-Fi

BLE Beacon

Near Field Communication (NFC)

GPS Geofencing

Others

Market segment by Application

Retail & E-Commerce

Healthcare

Infrastructural

BFSI

Others

Market segment by players, 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, 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 Proximity Marketing product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Proximity Marketing 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 Proximity Marketing 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 Proximity Marketing.

Chapter 13, to describe Proximity Marketing research findings and conclusion.

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