

Global WiFi People Counting Solutions Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global WiFi People Counting Solutions market size was valued at US\$ million in 2025 and is forecast to a readjusted size of US\$ million by 2032 with a CAGR of %during review period.

WiFi People Counting Solution refers to an intelligent analytics system that leverages WiFi signal detection technology to accurately count, track, and analyze the flow of people in specific spaces (such as retail stores, shopping malls, transportation hubs, exhibition centers, and public venues). It operates by capturing WiFi signals (including probe requests, beacon frames, or association packets) emitted by mobile devices (smartphones, tablets, etc.) carried by individuals?even if the devices are not connected to the target WiFi network?through deployed hardware such as WiFi probes, intelligent access points (APs), or integrated routers. The system then processes and analyzes key signal characteristics via built-in algorithms, realizing core functions such as real-time passenger flow counting, visitor duplication elimination (to avoid counting the same person multiple times), entry/exit direction identification, stay time calculation, passenger flow density monitoring, and historical trend analysis. Notably, to comply with data privacy regulations (e.g., GDPR, local data protection laws), the solution typically anonymizes device identifiers (e.g., hashing MAC addresses) to prevent personal information leakage, ensuring compliance while collecting traffic data. Widely used across retail, transportation, hospitality, and public services, it provides data-driven insights for businesses and managers to optimize store layout, adjust staffing levels, evaluate marketing campaign effectiveness, improve customer experience, and enhance operational efficiency?transforming invisible passenger flow into actionable decision-making support.

This report is a detailed and comprehensive analysis for global WiFi People Counting Solutions market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global WiFi People Counting Solutions market size and forecasts, in consumption value (\$ Million), 2021-2032

Global WiFi People Counting Solutions market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global WiFi People Counting Solutions market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global WiFi People Counting Solutions market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for WiFi People Counting Solutions

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global WiFi People Counting Solutions market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include FootfallCam, Milesight, V-Count, EvolvePlus Pty Ltd, SensMax, minew, FOORIR, Storetraffic, Bumble labs, SenSource, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

WiFi People Counting Solutions market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Narrow-area WiFi Counting (Coverage Radius
- Medium-area WiFi Counting (Coverage Radius 10-50 Meters)
- Wide-area WiFi Counting (Coverage Radius > 50 Meters)

Market segment by Accuracy Level

- High-Precision WiFi Counting
- Basic-Precision WiFi Counting

Market segment by Environmental Adaptability

- Indoor-Only Adaptable WiFi Counting
- Indoor-Outdoor Universal WiFi Counting

Market segment by Application

- Retail & Commercial Venues
- Office & Smart Buildings

Public & Transportation Hubs

Others

Market segment by players, this report covers

FootfallCam

Milesight

V-Count

EvolvePlus Pty Ltd

SensMax

minew

FOORIR

Storetraffic

Bumbee labs

SenSource

Traf-Sys

Johnson Controls

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 and Rest of Asia-

Pacific)

South America (Brazil, 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 WiFi People Counting Solutions product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of WiFi People Counting Solutions, with revenue, gross margin, and global market share of WiFi People Counting Solutions from 2021 to 2026.

Chapter 3, the WiFi People Counting Solutions 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and WiFi People Counting Solutions market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of WiFi People Counting Solutions.

Chapter 13, to describe WiFi People Counting Solutions research findings and conclusion.

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