

# **Asia Pacific Indoor Location Based Services Market 2020-2026 by Component, Device, Application, Technology, Industry Vertical, and Country: Trend Forecast and Growth Opportunity**

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## **Abstracts**

Asia Pacific indoor location-based services market will grow by 36.7% annually with a total addressable market cap of \$52.0 billion over 2020-2026 owing to the rising demand for digital platforms amid the COVID-19 pandemic.

Highlighted with 33 tables and 65 figures, this 126-page report “Asia Pacific Indoor Location Based Services Market 2020-2026 by Component, Device, Application, Technology, Industry Vertical, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific indoor location based services market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2016-2019 and provides forecast from 2020 till 2026 with 2019 as the base year.

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

## Restraints and Challenges

## Emerging Product Trends & Market Opportunities

## Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Asia Pacific indoor location based services market in every aspect of the classification from perspectives of Component, Device, Application, Technology, Industry Vertical, and Country.

Based on Component, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Hardware

Software

Services

Deployment and Integration

Application Support and Maintenance

Consulting and Training

Based on Device, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Beacon

Mobile Sensor

RFID Tag

Based on Application, the Asia Pacific market is segmented into the following sub-

markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Analytics and Insights

Campaign Management

Enterprise Services

Automotive Services

Consumer Services

Location and Alerts

Maps

Location-based Advertising Services

Proximity Beacons

Precision Geo-targeting

Secure Transactions and Redemptions

Other Applications

Based on Technology, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Context Aware Technology

OTDOA and E-OTDOA

RFID and NFC

Satellite, Microwave and Infrared Sensing

Other Technologies

Based on Industry Vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Transportation & Logistics

Government & Public Utilities

IT & Telecom

BFSI

Manufacturing

Retail

Healthcare & Life Sciences

Media & Entertainment

Hospitality

Other Verticals

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia,

Thailand, New Zealand, Vietnam, and Sri Lanka)

Market analysis and 2019-2026 revenue data are available for each national market. The breakdown of key national markets by Device, Technology, and Industry Vertical over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Asia Pacific indoor location based services market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

Apple, Inc.  
Cisco Systems Inc.  
GloPos Technologies  
Google LLC  
IndoorAtlas Ltd  
Linside Secure  
Micello Inc.  
Microsoft Corporation  
Navizon Inc  
Qualcomm, Inc.  
Ruckus Networks, Inc.  
Shopkick, Inc.  
YOOSE Pte. Ltd.

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

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Apple, Inc.  
Cisco Systems Inc.  
GloPos Technologies  
Google LLC  
IndoorAtlas Ltd  
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