

# **Indoor Positioning And Navigation Market Size, Share, & Trends Analysis Report By Component (Software, Hardware, Service), By Technology, By Application, By End-use, By Region, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 4 Business Days

### **Market Size & Trends**

The global indoor positioning and navigation market size was estimated at USD 20.38 billion in 2023 and is anticipated to grow at a CAGR of 37.6% from 2024 to 2030. The increasing adoption of smartphones and smart devices equipped with advanced sensors has augmented the demand for precise indoor navigation solutions in various environments such as malls, airports, and hospitals. Moreover, the growing need for enhanced customer experience and operational efficiency in retail and commercial spaces is propelling the market as businesses seek to leverage indoor positioning technologies to offer personalized services, streamline operations, and gain insights into customer behavior.

The development of more accurate and reliable indoor positioning technologies, such as Simultaneous Localization and Mapping (SLAM), Bluetooth Low Energy (BLE) beacons, Wi-Fi, and Ultra-Wideband (UWB), is driving the market growth. SLAM enables devices to map an unknown environment while keeping track of their location. This technology is crucial for indoor navigation, where GPS signals are often weak or unavailable. The ability of SLAM to provide accurate and real-time positioning in complex indoor environments makes it highly valuable for applications such as robotics, augmented reality (AR), and autonomous vehicles. Businesses and industries are

increasingly adopting SLAM to enhance navigation capabilities, improve efficiency, and enable new functionalities in their operations.

The market is experiencing rapid growth driven by the increasing adoption of IoT-enabled devices and the widespread use of smartphones. These devices can utilize location data to offer enhanced services, such as personalized advertisements, efficient navigation within complex buildings, and improved asset tracking. The integration of IoT technology allows for more accurate and real-time location tracking, which is essential for various applications in sectors like retail, healthcare, and logistics. In addition, the proliferation of smartphones equipped with advanced sensors has significantly increased the demand for indoor positioning and navigation solutions. Businesses are leveraging this technology to enhance customer experiences, streamline operations, and gain valuable insights into consumer behavior.

## Global Indoor Positioning And Navigation Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global indoor positioning and navigation market report based on component, technology, application, end-use, and region:

### Component Outlook (Revenue, USD Billion, 2018 - 2030)

Software

Hardware

Service

### Technology Outlook (Revenue, USD Billion, 2018 - 2030)

Ultra-Wideband Technology

Bluetooth Low Energy

Wi-Fi

Others

Application Outlook (Revenue, USD Billion, 2018 - 2030)

Asset & Personnel Tracking

Location-Based Analytics

Navigation & Maps

Others

End-use Outlook (Revenue, USD Billion, 2018 - 2030)

Healthcare

Retail

Manufacturing

Travel & Hospitality

Office Spaces

Public Spaces

Logistics & Warehouses

Others

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

U.A.E

Kingdom of Saudi Arabia

South Africa

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