

# **Internet of Things (IoT) In Retail Market Analysis By Solution, By Hardware (Beacons, RFID Tags, Sensors, Wearables), By Service, By Technology (Bluetooth Low Energy, Near Field Communication, ZigBee), By Region, And Segment Forecasts, 2014 - 2025**

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## **Abstracts**

The global IoT in retail market is expected to reach USD 94.44 billion by 2025, according to a new report by Grand View Research, Inc. This growth can be attributed to the merging of digital and in-store operations in retail stores.

Digital channels are becoming an important touchpoint for an Omni channel experience. Retailers are focusing on gaining a competitive advantage by installing smart shelves and RFID sensors, which detect low inventory and track products throughout the respective supply chain. The adoption of IoT also helps retailers to revolutionize the delivery operations and retail supply chain.

The increasing Internet of Things spending in retail sectors for the purpose of premises monitoring, product monitoring, supply chain monitoring, and customer monitoring is driving the demand for IoT-based solutions. Cloud-based IoT solutions are enabling retailers to monitor and analyze the existing processes to improve them with incremental investments in capital equipment. However, with the rising degree of IoT penetration, retailers are still struggling on capitalizing IoT-enabled capabilities.

The retail Internet of Things market is expected to witness promising growth as the industry is evolving from the passive approach of monitoring consumer behavior. Optimizing and automating supply chain is one of the key factors for the adoption of connected technology among retailers. However, fragmented technology standards and increasing security concerns are expected to hamper the industry growth.

Further key findings from the report suggest:

The retail IoT software is expected to be the fastest-growing segment owing to the increasing adoption of retail analytics solutions

Beacons are expected to grow at a CAGR of over 24%. This growth can be attributed to its increasing adoption for enhancing customer in-store experience

Professional services are expected to dominate the market over the forecast period

Solution providers are focusing on providing Software-as-a-Service (SaaS) and Payment-as-a-Service (PaaS) to retailers.

Bluetooth Low Energy (BLE) is expected to witness the fastest growth over the forecast period as this technology is gaining prominence in pre-tailing, payments, and post-payments operations.

Latin America is expected to reach a revenue share of over 12% by 2025 due to the demand for innovation in infrastructure technology in retail outlets

The key industry players include Intel Corporation, Impinj Inc., RetailNext Inc., Allerin Tech Pvt. Ltd., and Losant IoT Inc.

Several vendors are offering connected ecosystems that provide retailers with a wide array of devices through a single platform

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Research Methodology
- 1.2 Research Scope & Assumptions
- 1.3 List of Data Sources

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 IoT in Retail - Market Snapshot & Key Buying Criteria, 2014 - 2025

### **CHAPTER 3 IOT IN RETAIL - INDUSTRY OUTLOOK**

- 3.1 Market Segmentation
- 3.2 IoT in Retail - Market Size and Growth Prospects
- 3.3 IoT in Retail - Value Chain Analysis
  - 3.3.1 Vendor landscape
- 3.4 Market Dynamics
  - 3.4.1 Market driver analysis
    - 3.4.1.1 Need for enhanced customer experience
    - 3.4.1.2 Decline in the component cost
  - 3.4.2 Market restraint analysis
    - 3.4.2.1 Fragmented technology standards
    - 3.4.2.2 Privacy and security concerns
- 3.5 Penetration & Growth Prospect Mapping
- 3.6 Industry Analysis - Porter's
- 3.7 IoT in Retail - Key Company Analysis, 2015
- 3.8 IoT in Retail - PESTEL Analysis

### **CHAPTER 4 IOT IN RETAIL SOLUTION ESTIMATES & TREND ANALYSIS**

- 4.1 IoT in Retail Market: Solution Movement Analysis
  - 4.1.1 Hardware
    - 4.1.1.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)
  - 4.1.2 Software
    - 4.1.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### **CHAPTER 5 IOT IN RETAIL HARDWARE ESTIMATES & TREND ANALYSIS**

## 5.1 IoT in Retail Market: Hardware Movement Analysis

### 5.1.1 Beacons

5.1.1.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 5.1.2 RFID tags

5.1.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 5.1.3 Sensors

5.1.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 5.1.4 Wearables

5.1.4.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

## **CHAPTER 6 IOT IN RETAIL SERVICE ESTIMATES & TREND ANALYSIS**

## 6.1 IoT in Retail Market: Services Movement Analysis

### 6.1.1 Professional services

6.1.1.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 6.1.2 Managed services

6.1.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

## **CHAPTER 7 IOT IN RETAIL TECHNOLOGY ESTIMATES & TREND ANALYSIS**

## 7.1 IoT in Retail Market: Technology Movement Analysis

### 7.1.1 Bluetooth low energy

7.1.1.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 7.1.2 Near field communication

7.1.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 7.1.3 ZigBee

7.1.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 7.1.4 Others

7.1.4.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

## **CHAPTER 8 IOT IN RETAILREGIONAL ESTIMATES & TREND ANALYSIS**

## 8.1 IoT in Retail Market Share by Region, 2015 & 2025

### 8.2 North America

8.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.2.2 U.S.

8.2.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.2.3 Canada

8.2.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 8.3 Europe

8.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.3.2 Germany

8.3.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.3.3 UK

8.3.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 8.4 Asia Pacific

8.4.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.4.2 China

8.4.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.4.3 India

8.4.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.4.4 Japan

8.4.4.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 8.5 Latin America

8.5.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.5.2 Brazil

8.5.2.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

#### 8.5.3 Mexico

8.5.3.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

### 8.6 MEA

8.6.1 Market estimates and forecasts, 2014 - 2025 (USD Billion)

## CHAPTER 9 COMPETITIVE LANDSCAPE

### 9.1 Company Profiles

#### 9.1.1 Allerin Tech Pvt. Ltd.

9.1.1.1 Company overview

9.1.1.2 Financial performance

9.1.1.3 Product benchmarking

#### 9.1.2 ARM Holdings Plc

9.1.2.1 Company overview

9.1.2.2 Financial performance

9.1.2.3 Product benchmarking

9.1.2.4 Recent developments

#### 9.1.3 Cisco Systems Inc.

9.1.3.1 Company overview

9.1.3.2 Financial performance

- 9.1.3.3 Product benchmarking
- 9.1.3.4 Recent developments
- 9.1.4 Google Inc.
  - 9.1.4.1 Company overview
  - 9.1.4.2 Financial performance
  - 9.1.4.3 Product benchmarking
  - 9.1.4.4 Recent developments
- 9.1.5 IBM Corporation
  - 9.1.5.1 Company overview
  - 9.1.5.2 Financial performance
  - 9.1.5.3 Product benchmarking
  - 9.1.5.4 Recent developments
- 9.1.6 Impinj Inc.
  - 9.1.6.1 Company overview
  - 9.1.6.2 Financial performance
  - 9.1.6.3 Product benchmarking
  - 9.1.6.4 Recent developments
- 9.1.7 Intel Corporation
  - 9.1.7.1 Company overview
  - 9.1.7.2 Financial performance
  - 9.1.7.3 Product benchmarking
  - 9.1.7.4 Recent developments
- 9.1.8 Losant IoT Inc.
  - 9.1.8.1 Company overview
  - 9.1.8.2 Financial performance
  - 9.1.8.3 Product benchmarking
  - 9.1.8.4 Recent developments
- 9.1.9 Microsoft Corporation
  - 9.1.9.1 Company overview
  - 9.1.9.2 Financial performance
  - 9.1.9.3 Product benchmarking
  - 9.1.9.4 Recent developments
- 9.1.10 NXP Semiconductors N.V.
  - 9.1.10.1 Company overview
  - 9.1.10.2 Financial performance
  - 9.1.10.3 Product benchmarking
  - 9.1.10.4 Recent developments
- 9.1.11 PTC Inc.
  - 9.1.11.1 Company overview

- 9.1.11.2 Financial performance
- 9.1.11.3 Product benchmarking
- 9.1.11.4 Recent developments
- 9.1.12 RetailNext Inc.
  - 9.1.12.1 Company overview
  - 9.1.12.2 Financial performance
  - 9.1.12.3 Product benchmarking
  - 9.1.12.4 Recent developments
- 9.1.13 SAP AG
  - 9.1.13.1 Company overview
  - 9.1.13.2 Financial performance
  - 9.1.13.3 Product benchmarking
  - 9.1.13.4 Recent developments
- 9.1.14 Softweb Solutions Inc.
  - 9.1.14.1 Company overview
  - 9.1.14.2 Product benchmarking
  - 9.1.14.3 Product benchmarking
  - 9.1.14.4 Recent developments
- 9.1.15 Verizon Enterprise
  - 9.1.15.1 Company overview
  - 9.1.15.2 Product benchmarking
  - 9.1.15.3 Product benchmarking
  - 9.1.15.4 Recent developments
- 9.1.16 Zebra Technologies Corporation
  - 9.1.16.1 Company overview
  - 9.1.16.2 Product benchmarking
  - 9.1.16.3 Product benchmarking
  - 9.1.16.4 Recent developments

## List Of Tables

### LIST OF TABLES

- 1 GLOBAL IOT IN RETAIL MARKET, 2014 - 2025 (USD BILLION)
- 2 GLOBAL MARKET ESTIMATES AND FORECASTS BY REGION, 2014 - 2025 (USD BILLION)
- 3 GLOBAL MARKET ESTIMATES AND FORECASTS BY SOLUTION, 2014 - 2025 (USD BILLION)
- 4 GLOBAL MARKET ESTIMATES AND FORECASTS BY HARDWARE, 2014 - 2025 (USD BILLION)
- 5 GLOBAL MARKET ESTIMATES AND FORECASTS BY SERVICE, 2014 - 2025 (USD BILLION)
- 6 GLOBAL MARKET ESTIMATES AND FORECASTS BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 7 KEY MARKET PARTICIPANTS
- 8 RECENT DEVELOPMENTS IN RETAIL STORES
- 9 GLOBAL HARDWARE MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 10 GLOBAL SOFTWARE MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 11 GLOBAL BEACONS MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 12 GLOBAL RFID TAGS MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 13 GLOBAL SENSORS MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 14 GLOBAL WEARABLES MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 15 GLOBAL PROFESSIONAL SERVICES MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 16 GLOBAL MANAGED SERVICES MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 17 GLOBAL BLUETOOTH LOW ENERGY MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 18 GLOBAL NEAR FIELD COMMUNICATION MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 19 GLOBAL ZIGBEE MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 20 GLOBAL OTHERS MARKET BY REGION, 2014 - 2025 (USD BILLION)
- 21 NORTH AMERICA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 22 NORTH AMERICA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 23 NORTH AMERICA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)



- 24 NORTH AMERICA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 25 U.S. IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 26 U.S. IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 27 U.S. IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 28 U.S. IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 29 CANADA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 30 CANADA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 31 CANADA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 32 CANADA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 33 EUROPE IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 34 EUROPE IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 35 EUROPE IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 36 EUROPE IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 37 GERMANY IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 38 GERMANY IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 39 GERMANY IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 40 GERMANY IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 41 UK IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 42 UK IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 43 UK IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 44 UK IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 45 ASIA PACIFIC IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 46 ASIA PACIFIC IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 47 ASIA PACIFIC IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 48 ASIA PACIFIC IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 49 CHINA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 50 CHINA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 51 CHINA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 52 CHINA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 53 INDIA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 54 INDIA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 55 INDIA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 56 INDIA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)

- 57 JAPAN IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 58 JAPAN IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 59 JAPAN IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 60 JAPAN IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 61 LATIN AMERICA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 62 LATIN AMERICA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 63 LATIN AMERICA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 64 LATIN AMERICA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 65 BRAZIL IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 66 BRAZIL IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 67 BRAZIL IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 68 BRAZIL IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 69 MEXICO IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 70 MEXICO IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 71 MEXICO IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 72 MEXICO IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)
- 73 MEA IOT IN RETAIL MARKET BY SOLUTION, 2014 - 2025 (USD BILLION)
- 74 MEA IOT IN RETAIL MARKET BY HARDWARE, 2014 - 2025 (USD BILLION)
- 75 MEA IOT IN RETAIL MARKET BY SERVICE, 2014 - 2025 (USD BILLION)
- 76 MEA IOT IN RETAIL MARKET BY TECHNOLOGY, 2014 - 2025 (USD BILLION)

## List Of Figures

### LIST OF FIGURES

- 1 MARKET SNAPSHOT
- 2 MARKET SEGMENTATION
- 3 IOT IN RETAIL - MARKET SIZE AND GROWTH PROSPECTS
- 4 IOT IN RETAIL - VALUE CHAIN ANALYSIS
- 5 MARKET DYNAMICS
- 6 IOT SPEND BY BUSINESS AREA
- 7 AVERAGE SENSOR AND RFID TAGS COST
- 8 PENETRATION & GROWTH PROSPECT MAPPING
- 9 PORTER'S FIVE FORCES ANALYSIS
- 10 BEACON DEPLOYMENT BY MANUFACTURER, 2015
- 11 IOT IN RETAIL - PESTEL ANALYSIS
- 12 IOT IN RETAIL MARKET SOLUTION OUTLOOK KEY TAKEAWAYS
- 13 IOT IN RETAIL MARKET: SOLUTION MOVEMENT ANALYSIS
- 14 GLOBAL HARDWARE MARKET, 2014 - 2025 (USD BILLION)
- 15 GLOBAL SOFTWARE MARKET, 2014 - 2025 (USD BILLION)
- 16 IOT IN RETAIL MARKET HARDWARE OUTLOOK KEY TAKEAWAYS
- 17 IOT IN RETAIL MARKET: HARDWARE MOVEMENT ANALYSIS
- 18 GLOBAL BEACONS MARKET, 2014 - 2025 (USD BILLION)
- 19 GLOBAL RFID TAGS MARKET, 2014 - 2025 (USD BILLION)
- 20 GLOBAL SENSORS MARKET, 2014 - 2025 (USD BILLION)
- 21 GLOBAL WEARABLES MARKET, 2014 - 2025 (USD BILLION)
- 22 IOT IN RETAIL MARKET SERVICES OUTLOOK KEY TAKEAWAYS
- 23 IOT IN RETAIL MARKET: SERVICES MOVEMENT ANALYSIS
- 24 GLOBAL PROFESSIONAL SERVICES MARKET, 2014 - 2025 (USD BILLION)
- 25 GLOBAL MANAGED SERVICES MARKET, 2014 - 2025 (USD BILLION)
- 26 IOT IN RETAIL MARKET TECHNOLOGY OUTLOOK KEY TAKEAWAYS
- 27 IOT IN RETAIL MARKET: TECHNOLOGY MOVEMENT ANALYSIS
- 28 GLOBAL BLUETOOTH LOW ENERGY MARKET, 2014 - 2025 (USD BILLION)
- 29 GLOBAL NEAR FIELD COMMUNICATION MARKET, 2014 - 2025 (USD BILLION)
- 30 GLOBAL ZIGBEE MARKET, 2014 - 2025 (USD BILLION)
- 31 GLOBAL OTHERS MARKET, 2014 - 2025 (USD BILLION)
- 32 REGIONAL MARKETPLACE: KEY TAKEAWAYS
- 33 REGIONAL OUTLOOK, 2015 & 2025

## I would like to order

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