

# Global People Counting System Market Research Report 2022 Professional Edition

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## Abstracts

The global People Counting System market was valued at 67.56 Million USD in 2021 and will grow with a CAGR of 16.22% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

People counting systems are devices that are used to count the number of people traveling a certain entrance or passage. In retail stores, they are usually deployed to calculate conversion rate and marketing effectiveness and are used in staff planning. The people counting system market is expected to be worth USD 1533.30 Million by 2022, at a CAGR of 18 % between 2016 and 2022. The growth of this market is propelled by the growing retail sector and increase in adoption rate of people counting systems, availability of economical and easy-to-install solutions, and increasing demand from transportation sector for people counting solutions. The advancements in people counting solutions such as availability of 3D people counting and the growing opportunity in emerging markets such as Latin America, Middle East and Africa would provide ample growth opportunities for the people counting system market in the coming years. The video-based technology is expected to dominate the people counting system market during the forecast period. The video-based technology offers high accuracy during high-volume traffic, ability to detect the direction in which person or shopper is moving, remains unaffected in varying environments of light, heat, shadows, and it can easily distinguish people from objects and track continuously through a large

area for an extended period of time.

By Market Vendors:

RetailNext

Brickstream

ShopperTrak

DILAX Intelcom GmbH

IRIS-GmbH

Eurotech S.p.A.

InfraRed Integrated Systems

Axiomatic Technology

Hikvision

Axis Communication AB

WINNER Technology

Countwise LLC

V-Count

Xovis AG

IEE S.A.

HELLA Aglaia Mobile Vision GmbH

By Types:

IR Beam

Thermal Imaging

Video Based

By Applications:

Retail

Transportation

Banking & Finance

Hospitality

Sports & Entertainment

Government

Key Indicators Analysed

**Market Players & Competitor Analysis:** The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

**Global and Regional Market Analysis:** The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

**Market Trends:** Market key trends which include Increased Competition and Continuous Innovations.

**Opportunities and Drivers:** Identifying the Growing Demands and New Technology

**Porters Five Force Analysis:** The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers,

bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

#### Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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