

# Context Aware Computing Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global context aware computing market reached a value of US\$ 40.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 104.6 Billion by 2027, exhibiting a CAGR of 17.2% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Context aware computing (CAC) refers to the system used for gathering, monitoring and acquiring environmental and situational information regarding individuals and events. It is deployed through wireless cellular networks, local area networks (LAN), personal area network (PAN) and body area network (BAN). CAC is integrated with tablets, personal computers, adaptive phones and smart wearable devices for operating assistant tools and active maps. It collects and interprets low-level raw data and converts it to comprehensive insights for generating appropriate responses. As a result, it finds extensive applications across various industries, including banking, financial services and insurance (BFSI), electronics, media and entertainment, education, logistics, automotive and healthcare.

### Context Aware Computing Market Trends:

Significant growth in the electronics industry, along with the increasing adoption of consumer electronics, is one of the key factors creating a positive outlook for the market. CAC is integrated with devices, such as smartphones, tablets and personal computers, for personal navigation, data storage, adjusting screen brightness and social computing capabilities. Moreover, the utilization of artificial intelligence (AI) and data science solutions in smartphone applications is providing a thrust to the market growth.

These technologies provide enhanced contextual awareness and adapt the application behavior according to the implications. In line with this, the increasing demand for CAC solutions in self-driving, connected and autonomous cars is also contributing to the growth of the market. Additionally, the adoption of the work-from-home (WFH) model by organizations due to the onset of the coronavirus (covid-19) pandemic is acting as another growth-inducing factor. CAC solutions are widely used by enterprises for location-awareness technologies, such as global positioning system (GPS), navigation and device tracking applications. Other factors, including the widespread utilization of advanced sensors in connected devices, along with significant improvements in the 5G infrastructure, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global context aware computing market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, vendor type, context type, network type and industry vertical.

#### Breakup by Product:

- Active Maps
- Adaptive Phones
- Augmented Reality
- Guide Systems
- Conference Assistants
- Cyberguides
- Shopping Assistants
- Others

#### Breakup by Vendor Type:

- Device Manufacturers
- Mobile Network Operators
- Online, Web and Social Networking Vendors

#### Breakup by Context Type:

- Computing Context
- User Context

Physical Context

Time Context

Breakup by Network Type:

Wireless Cellular Networks

Wireless Local Area Networks

Wireless Personal Area Network

Body Area Network

Breakup by Industry Vertical:

BFSI

Healthcare and Life Sciences

Telecommunications and IT

Government and Public Sector

Manufacturing

Consumer Goods and Retail

Media and Entertainment

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amazon.com Inc., Autodesk Inc., Cisco Systems Inc., Facebook Inc., Flybits Inc., Google LLC (Alphabet Inc.), Intel Corporation, Microsoft Corporation, Onapsis Inc., Openstream Inc. and Securonix Inc.

#### Key Questions Answered in This Report:

How has the global context aware computing market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global context aware computing market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the vendor type?

What is the breakup of the market based on the context type?

What is the breakup of the market based on the network type?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global context aware computing market and who are the key players?

What is the degree of competition in the industry?

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