

Crowd Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global crowd analytics market size reached US\$ 1,443 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5,147 Million by 2028, exhibiting a growth rate (CAGR) of 23.61% during 2022-2028.

Crowd analytics refers to the process of interpreting data collected from the movement and behavioral patterns of individuals in a retail store, restaurant, bus station, and other public places. This data is collected using Internet Protocol (IP) enabled video cameras, sensors, mobile phone beacons, and telecom operators. Crowd analytics helps in making strategies concerning services, delivery, pricing, marketing, and site selection for businesses, thereby resulting in optimized revenue generation. Presently, leading companies are offering solutions that allow brands to measure the effectiveness of their ad campaigns.

Crowd Analytics Market Trends:

A significant shift of businesses towards a customer-centric approach represents one of the major factors escalating the adoption of crowd analytics software in retail to make insightful decisions, increase work efficiency and profit, and provide better customer experiences. Moreover, the growing number of tourists, along with the increasing emphasis of governing authorities on developing smart cities, is catalyzing the need for crowd analytics solutions. These solutions are used to extract information about footfall, stay duration, returning visitors, country of origin, mobility patterns, and people distribution. Besides this, several service providers are transforming standard digital signage to crowd analytics solutions using high-definition (HD) cameras. They can capture the expressions and emotions of the audience and display the appropriate content on the screen accordingly to attract customers. In addition, the key market

participants are collaborating with other companies to introduce advanced services. For instance, The Indoor Lab, a US-based performance analytics service provider, partnered with Cepton, a leading provider of lidar-based solutions, to deliver state-of-the-art space and crowd analytics with unparalleled social distancing and cleaning metrics. Furthermore, due to the outbreak of coronavirus disease (COVID-19), crowd analytics solutions are gaining traction around the world to monitor social distancing among individuals in crowds.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global crowd analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment mode, application and end user.

Breakup by Component:

- Solution
- Services

Breakup by Deployment Mode:

- On-premises
- Cloud-based

Breakup by Application:

- Safety and Security
- Crowd Flow Management
- Mobility and Tracking
- Others

Breakup by End User:

- Transportation
- Retail
- Hospitality and Tourism
- 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 AGT International, Crowd Dynamics, Crowd Vision Limited (Skyfii Limited), CrowdANALYTIX, Mira, NEC Corporation, Nokia Oyj, Planview Inc., Savannah Simulations AG, Sightcorp and Walkbase (Stratacache).

Key Questions Answered in This Report:

How has the global crowd analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global crowd analytics market?

What are the key regional markets?

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

What is the breakup of the market based on the deployment mode?

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

What is the breakup of the market based on the end user?

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 crowd analytics market and who are the key players?

What is the degree of competition in the industry?

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