

# **Real Time Location System Market Report by Component (Hardware, Software, Services), Technology (RFID, Wi-Fi, UWB, BLE, Infrared (IR), Ultrasound, GPS, and Others), Application (Inventory/Asset-Tracking & Management, Personnel/Staff-Locating & Monitoring, Access Control/Security, Environmental Monitoring, Yard, Dock, Fleet Warehouse-Management & Monitoring, Supply Chain Management & Operational Automation/Visibility, and Others), Vertical (Healthcare, Manufacturing & Automotive, Retail, Transportation & Logistics, Government & Defense, Education, Oil & Gas, Mining, Sports & Entertainment, and Others), and Region 2024-2032**

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## **Abstracts**

The global real time location system market size reached US\$ 7.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 57.8 Billion by 2032, exhibiting a growth rate (CAGR) of 24.9% during 2024-2032. The market is experiencing steady growth driven by a considerable need for enhanced operational efficiency across various industries, rising need to track assets, materials, and products throughout the production process, and increasing focus on real-time tracking of vehicles, cargo, and drivers to prevent theft.

## Real Time Location System Market Trends:

### Operational efficiency demands

The growing need for enhanced operational efficiency across various industries is offering a favorable market outlook. Businesses are increasingly adopting RTLS to streamline their processes, reduce costs, and improve productivity. In the healthcare sector, RTLS is used to track the real-time location of medical equipment, patients, and staff within hospitals, resulting in quicker response times and efficient resource allocation. Logistics and supply chain companies also utilize RTLS to monitor the movement of goods, thereby optimizing routes, reducing transit times, and minimizing inventory losses. Manufacturing facilities benefit from RTLS by tracking the movement of materials and assets, leading to improved production processes and reduced downtime.

### Safety and security concerns

Safety and security concerns are compelling industries to adopt RTLS for protecting assets, personnel, and valuable resources. It also helps in preventing incidents, such as infant abduction and elopement of dementia patients, enhancing overall security in healthcare premises. Moreover, within industrial settings, especially in hazardous environments like chemical plants or construction sites, RTLS can track workers and equipment. This ensures their safety by providing real-time information in case of emergencies or accidents. In the transportation sector, RTLS plays a crucial role in ensuring the safety of passengers and goods. It allows real-time tracking of vehicles, cargo, and drivers, helping prevent theft and respond swiftly to accidents or delays.

### Internet of Things (IoT) integration and Industry 4.0

The integration of RTLS with the Internet of Things (IoT), along with the rising adoption of Industry 4.0, is propelling the growth of the market. As industries are increasingly digitizing their operations, RTLS plays a pivotal role in enabling real-time data exchange and automation.

In manufacturing, RTLS is a cornerstone of Industry 4.0 initiatives. It allows for the tracking of assets, materials, and products throughout the production process, enabling predictive maintenance, reducing downtime, and ensuring quality control. Supply chain and logistics operations benefit from IoT-integrated RTLS by providing end-to-end visibility into the movement of goods. This leads to optimized inventory management, reduced delays, and improved demand forecasting.

## Evolving healthcare needs

The evolving needs of the healthcare sector are strengthening the growth of the market. As healthcare facilities are striving to provide better patient care and optimize their operations, RTLS solutions are becoming indispensable. Patient safety and care quality are paramount in healthcare. These solutions enable real-time tracking of patients, staff, and medical equipment within hospitals. They ensure that patients receive timely care, minimize the risk of errors, and enhance overall patient satisfaction. Healthcare institutions also use RTLS for asset management, tracking valuable medical equipment, such as infusion pumps, defibrillators, and ventilators.

### Real Time Location System Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on component, technology, application, and vertical.

### Breakup by Component:

- Hardware
- Software
- Services

Hardware accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the component. This includes hardware, software, and services. According to the report, hardware represented the largest segment.

### Breakup by Technology:

- RFID
- Wi-Fi
- UWB
- BLE
- Infrared (IR)
- Ultrasound
- GPS
- Others

RFID holds the largest share in the industry

A detailed breakup and analysis of the market based on the method have also been provided in the report. This includes RFID, Wi-Fi, UWB, BLE, infrared (IR), ultrasound, GPS, and others. According to the report, RFID accounted for the largest market share.

Breakup by Application:

- Inventory/Asset-Tracking & Management
- Personnel/Staff-Locating & Monitoring
- Access Control/Security
- Environmental Monitoring
- Yard, Dock, Fleet Warehouse-Management & Monitoring
- Supply Chain Management & Operational Automation/Visibility
- Others

Inventory or asset-tracking and management represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application. This includes inventory or asset-tracking and management, personnel or staff-locating and monitoring, access control or security, environmental monitoring, yard, dock, fleet warehouse-management and monitoring, supply chain management and operational automation or visibility, and others. According to the report, inventory or asset-tracking and management represented the largest segment.

Breakup by Vertical:

- Healthcare
- Manufacturing & Automotive
- Retail
- Transportation & Logistics
- Government & Defense
- Education
- Oil & Gas, Mining
- Sports & Entertainment
- Others

Healthcare exhibits a clear dominance in the market

The report has provided a detailed breakup and analysis of the market based on the vertical. This includes healthcare, manufacturing and automotive, retail, transportation and logistics, government and defense, education, oil and gas, mining, sports and entertainment, and others. According to the report, healthcare represented the largest segment due to the rising need for patient safety, efficient resource allocation, and asset tracking within hospitals and healthcare facilities. RTLS solutions are used for patient tracking, staff management, asset monitoring, and infection control. These applications help enhance patient care, reduce waiting times, and improve the overall efficiency of healthcare operations. RTLS technology in healthcare is becoming indispensable for ensuring the safety and well-being of patients and staff.

### Breakup by Region

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Argentina

Colombia

Chile

Peru  
Others  
Middle East and Africa  
Turkey  
Saudi Arabia  
Iran  
United Arab Emirates  
Others

North America leads the market, accounting for the largest real time location system market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, Argentina, Colombia, Chile, Peru, and others); and the Middle East and Africa (Turkey, Saudi Arabia, Iran, United Arab Emirates, and others). According to the report, North America accounted for the largest market share due to the extensive implementation of RTLS solutions across various industries, including healthcare, manufacturing, logistics, and retail. The United States is a major contributor to the growth of the RTLS market, with its healthcare sector showing strong demand for patient tracking and asset management solutions. Additionally, technological advancements and early adoption of IoT and Industry 4.0 are impelling the market growth in the region.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

AeroScout Inc.  
AiRISTA  
Alien Technology  
Axcress International Inc.  
CenTrak Healthcare Company  
DecaWave Limited  
Ekahau Inc.  
Identech Group AG  
Impinj

Savi Technology  
Sonitor Technologies  
Stanley Healthcare  
TeleTracking Technologies  
Ubisense Group  
Zebra Technologies

### Key Questions Answered in This Report

1. What was the size of the global real time location system market in 2023?
2. What is the expected growth rate of the global real time location system market during 2024-2032?
3. What are the key factors driving the global real time location system market?
4. What has been the impact of COVID-19 on the global real time location system market?
5. What is the breakup of the global real time location system market based on the component?
6. What is the breakup of the global real time location system market based on the technology?
7. What is the breakup of the global real time location system market based on application?
8. What is the breakup of the global real time location system market based on the vertical?
9. What are the key regions in the global real time location system market?
10. Who are the key players/companies in the global real time location system market?

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