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

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Abstracts

The global wi-fi analytics market size reached US$ 11.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 39.9 Billion by 2028, exhibiting a growth rate (CAGR) of 23.6% during 2022-2028.
Wi-Fi analytics refers to the process of analyzing and collecting customer data from Wi-Fi access points, such as smartphones and laptops, for accessing detailed information on customer traffic, dwell time, and churn likelihood. The unique signal broadcasted by devices is used to recognize the associated device ID that tracks whether a person logs into the Wi-Fi or not. The data collected through associated devices is used by enterprise big-data software to clean, process, and apply advanced algorithm sets. Wi-Fi analytics aims at improving operations, trigger marketing, and track campaign results. As a result, there has been an increased demand for wi-fi analytics worldwide as it enables organizations to use the information available through wireless networks to make better decisions.
Wi-Fi Analytics Market Trends:
The rising adoption of the internet of things (IoT)-enabled smart devices across the globe represents one of the key factors driving the market growth. This is further supported by the increasing number of smart cities, which has resulted in the installation of Wi-Fi hotspots in public places, like transportation hubs, shopping complexes, shared taxis, and train stations. Moreover, various companies are launching innovative Wi-Fi analytics solutions that enable visitor count, path analysis, and critical metrics in smart infrastructure stores, office buildings, and organizations. These solutions also include people-counting cameras, which facilitate accurate counts. They also employ weather information to determine the effect of inclement weather on store traffic and regulate the correlation of radiofrequency devices to security camera images to help identify persons of interest. Other factors, including government regulations to support more secure applications of Wi-Fi analytics and extensive investments in public infrastructure to build

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smart cities, hospitals, and transportation infrastructure and are expected to bolster the market growth in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global wi-fi 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, application and industry vertical.

Breakup by Component:

Solution
Services

Breakup by Deployment:

Cloud-based
On-premises

Breakup by Application:

Wi-Fi Presence Analytics
Wi-Fi Marketing Analytics

Breakup by Industry Vertical:

Retail
Hospitality and Tourism
Sports and Entertainment
Transportation
Healthcare
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom

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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 Blix, Cisco Systems Inc., Cloud4Wi, Fortinet Inc., GoZone WiFi LLC, Hewlett Packard Enterprise Company, Hughes Network Systems LLC (Echostar Corporation), Purple, Ruckus Networks (CommScope Inc), Skyfii Limited and Yelp Inc.
Key Questions Answered in This Report
1. What was the size of the global Wi-Fi analytics market in 2022?
2. What is the expected growth rate of the global Wi-Fi analytics market during 2023-2028?
3. What has been the impact of COVID-19 on the global Wi-Fi analytics market?
4. What are the key factors driving the global Wi-Fi analytics market?
5. What is the breakup of the global Wi-Fi analytics market based on the component?
6. What is the breakup of the global Wi-Fi analytics market based on the deployment?
7. What is the breakup of the global Wi-Fi analytics market based on the application?
8. What is the breakup of the global Wi-Fi analytics market based on the industry vertical?
9. What are the key regions in the global Wi-Fi analytics market?
10. Who are the key players/companies in the global Wi-Fi analytics market?

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Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL WI-FI ANALYTICS MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

6.1 Solution
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Services
  6.2.1 Market Trends

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6.2.2 Market Forecast

7 MARKET BREAKUP BY DEPLOYMENT

7.1 Cloud-based
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 On-premises
7.2.1 Market Trends
7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Wi-Fi Presence Analytics
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Wi-Fi Marketing Analytics
8.2.1 Market Trends
8.2.2 Market Forecast

9 MARKET BREAKUP BY INDUSTRY VERTICAL

9.1 Retail
9.1.1 Market Trends
9.1.2 Market Forecast
9.2 Hospitality and Tourism
9.2.1 Market Trends
9.2.2 Market Forecast
9.3 Sports and Entertainment
9.3.1 Market Trends
9.3.2 Market Forecast
9.4 Transportation
9.4.1 Market Trends
9.4.2 Market Forecast
9.5 Healthcare
9.5.1 Market Trends
9.5.2 Market Forecast
9.6 Others
9.6.1 Market Trends

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9.6.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America
10.1.1 United States
10.1.1.1 Market Trends
10.1.1.2 Market Forecast
10.1.2 Canada
10.1.2.1 Market Trends
10.1.2.2 Market Forecast
10.2 Asia-Pacific
10.2.1 China
10.2.1.1 Market Trends
10.2.1.2 Market Forecast
10.2.2 Japan
10.2.2.1 Market Trends
10.2.2.2 Market Forecast
10.2.3 India
10.2.3.1 Market Trends
10.2.3.2 Market Forecast
10.2.4 South Korea
10.2.4.1 Market Trends
10.2.4.2 Market Forecast
10.2.5 Australia
10.2.5.1 Market Trends
10.2.5.2 Market Forecast
10.2.6 Indonesia
10.2.6.1 Market Trends
10.2.6.2 Market Forecast
10.2.7 Others
10.2.7.1 Market Trends
10.2.7.2 Market Forecast
10.3 Europe
10.3.1 Germany
10.3.1.1 Market Trends
10.3.1.2 Market Forecast
10.3.2 France
10.3.2.1 Market Trends

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10.3.2.2 Market Forecast
10.3.3 United Kingdom
10.3.3.1 Market Trends
10.3.3.2 Market Forecast
10.3.4 Italy
10.3.4.1 Market Trends
10.3.4.2 Market Forecast
10.3.5 Spain
10.3.5.1 Market Trends
10.3.5.2 Market Forecast
10.3.6 Russia
10.3.6.1 Market Trends
10.3.6.2 Market Forecast
10.3.7 Others
10.3.7.1 Market Trends
10.3.7.2 Market Forecast
10.4 Latin America
10.4.1 Brazil
10.4.1.1 Market Trends
10.4.1.2 Market Forecast
10.4.2 Mexico
10.4.2.1 Market Trends
10.4.2.2 Market Forecast
10.4.3 Others
10.4.3.1 Market Trends
10.4.3.2 Market Forecast
10.5 Middle East and Africa
10.5.1 Market Trends
10.5.2 Market Breakup by Country
10.5.3 Market Forecast

11 SWOT ANALYSIS

11.1 Overview
11.2 Strengths
11.3 Weaknesses
11.4 Opportunities
11.5 Threats

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12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview
13.2 Bargaining Power of Buyers
13.3 Bargaining Power of Suppliers
13.4 Degree of Competition
13.5 Threat of New Entrants
13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure
15.2 Key Players
15.3 Profiles of Key Players
  15.3.1 Blix
    15.3.1.1 Company Overview
    15.3.1.2 Product Portfolio
  15.3.2 Cisco Systems Inc.
    15.3.2.1 Company Overview
    15.3.2.2 Product Portfolio
    15.3.2.3 Financials
    15.3.2.4 SWOT Analysis
  15.3.3 Cloud4Wi
    15.3.3.1 Company Overview
    15.3.3.2 Product Portfolio
  15.3.4 Fortinet Inc.
    15.3.4.1 Company Overview
    15.3.4.2 Product Portfolio
    15.3.4.3 Financials
    15.3.4.4 SWOT Analysis
  15.3.5 GoZone WiFi LLC
    15.3.5.1 Company Overview
    15.3.5.2 Product Portfolio

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15.3.6 Hewlett Packard Enterprise Company
15.3.6.1 Company Overview
15.3.6.2 Product Portfolio
15.3.6.3 Financials
15.3.6.4 SWOT Analysis
15.3.7 Hughes Network Systems LLC (Echostar Corporation)
15.3.7.1 Company Overview
15.3.7.2 Product Portfolio
15.3.8 Purple
15.3.8.1 Company Overview
15.3.8.2 Product Portfolio
15.3.9 Ruckus Networks (CommScope Inc)
15.3.9.1 Company Overview
15.3.9.2 Product Portfolio
15.3.10 Skyfii Limited
15.3.10.1 Company Overview
15.3.10.2 Product Portfolio
15.3.10.3 Financials
15.3.11 Yelp Inc.
15.3.11.1 Company Overview
15.3.11.2 Product Portfolio
15.3.11.3 Financials

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List Of Tables

LIST OF TABLES

Table 1: Global: Wi-Fi Analytics Market: Key Industry Highlights, 2022 and 2028
Table 2: Global: Wi-Fi Analytics Market Forecast: Breakup by Component (in Million US$), 2023-2028
Table 3: Global: Wi-Fi Analytics Market Forecast: Breakup by Deployment (in Million US$), 2023-2028
Table 4: Global: Wi-Fi Analytics Market Forecast: Breakup by Application (in Million US$), 2023-2028
Table 5: Global: Wi-Fi Analytics Market Forecast: Breakup by Industry Vertical (in Million US$), 2023-2028
Table 6: Global: Wi-Fi Analytics Market Forecast: Breakup by Region (in Million US$), 2023-2028
Table 7: Global: Wi-Fi Analytics Market: Competitive Structure
Table 8: Global: Wi-Fi Analytics Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Wi-Fi Analytics Market: Major Drivers and Challenges
Figure 2: Global: Wi-Fi Analytics Market: Sales Value (in Billion US$), 2017-2022
Figure 3: Global: Wi-Fi Analytics Market Forecast: Sales Value (in Billion US$), 2023-2028
Figure 4: Global: Wi-Fi Analytics Market: Breakup by Component (in %), 2022
Figure 5: Global: Wi-Fi Analytics Market: Breakup by Deployment (in %), 2022
Figure 6: Global: Wi-Fi Analytics Market: Breakup by Application (in %), 2022
Figure 7: Global: Wi-Fi Analytics Market: Breakup by Industry Vertical (in %), 2022
Figure 8: Global: Wi-Fi Analytics Market: Breakup by Region (in %), 2022
Figure 9: Global: Wi-Fi Analytics (Solution) Market: Sales Value (in Million US$), 2017 & 2022
Figure 10: Global: Wi-Fi Analytics (Solution) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 11: Global: Wi-Fi Analytics (Services) Market: Sales Value (in Million US$), 2017 & 2022
Figure 12: Global: Wi-Fi Analytics (Services) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 13: Global: Wi-Fi Analytics (Cloud-based) Market: Sales Value (in Million US$), 2017 & 2022
Figure 14: Global: Wi-Fi Analytics (Cloud-based) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 15: Global: Wi-Fi Analytics (On-premises) Market: Sales Value (in Million US$), 2017 & 2022
Figure 16: Global: Wi-Fi Analytics (On-premises) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 17: Global: Wi-Fi Analytics (Wi-Fi Presence Analytics) Market: Sales Value (in Million US$), 2017 & 2022
Figure 18: Global: Wi-Fi Analytics (Wi-Fi Presence Analytics) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 19: Global: Wi-Fi Analytics (Wi-Fi Marketing Analytics) Market: Sales Value (in Million US$), 2017 & 2022
Figure 20: Global: Wi-Fi Analytics (Wi-Fi Marketing Analytics) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 21: Global: Wi-Fi Analytics (Retail) Market: Sales Value (in Million US$), 2017 & 2022

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Figure 22: Global: Wi-Fi Analytics (Retail) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 23: Global: Wi-Fi Analytics (Hospitality and Tourism) Market: Sales Value (in Million US$), 2017 & 2022
Figure 24: Global: Wi-Fi Analytics (Hospitality and Tourism) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 25: Global: Wi-Fi Analytics (Sports and Entertainment) Market: Sales Value (in Million US$), 2017 & 2022
Figure 26: Global: Wi-Fi Analytics (Sports and Entertainment) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 27: Global: Wi-Fi Analytics (Transportation) Market: Sales Value (in Million US$), 2017 & 2022
Figure 28: Global: Wi-Fi Analytics (Transportation) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 29: Global: Wi-Fi Analytics (Healthcare) Market: Sales Value (in Million US$), 2017 & 2022
Figure 30: Global: Wi-Fi Analytics (Healthcare) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 31: Global: Wi-Fi Analytics (Other Industry Verticals) Market: Sales Value (in Million US$), 2017 & 2022
Figure 32: Global: Wi-Fi Analytics (Other Industry Verticals) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 33: North America: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 34: North America: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 35: United States: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 36: United States: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 37: Canada: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 38: Canada: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 39: Asia-Pacific: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 40: Asia-Pacific: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 41: China: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 42: China: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$),

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2023-2028
Figure 43: Japan: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 44: Japan: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 45: India: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 46: India: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 47: South Korea: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 48: South Korea: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 49: Australia: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 50: Australia: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 51: Indonesia: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 52: Indonesia: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 53: Others: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 54: Others: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 55: Europe: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 56: Europe: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 57: Germany: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 58: Germany: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 59: France: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 60: France: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 61: United Kingdom: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 62: United Kingdom: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 63: Italy: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 64: Italy: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 65: Spain: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 66: Spain: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028

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Figure 67: Russia: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 68: Russia: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 69: Others: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 70: Others: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 71: Latin America: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 72: Latin America: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 73: Brazil: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 74: Brazil: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 75: Mexico: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 76: Mexico: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 77: Others: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 78: Others: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 79: Middle East and Africa: Wi-Fi Analytics Market: Sales Value (in Million US$), 2017 & 2022
Figure 80: Middle East and Africa: Wi-Fi Analytics Market: Breakup by Country (in %), 2022
Figure 81: Middle East and Africa: Wi-Fi Analytics Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 82: Global: Wi-Fi Analytics Industry: SWOT Analysis
Figure 83: Global: Wi-Fi Analytics Industry: Value Chain Analysis
Figure 84: Global: Wi-Fi Analytics Industry: Porter's Five Forces Analysis

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