

# **Global Smart Beacon Market By Component (Hardware, Software, and Services), End-user (Retail, Transportation & Logistics, Sports, Public Gatherings & Spaces, Hospitality, Others), and Region (North America, Europe, Asia Pacific, RoW) – Forecast up to 2025**

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## **Abstracts**

Global Smart Beacon Market By Component (Hardware, Software, and Services), End-user (Retail, Transportation & Logistics, Sports, Public Gatherings & Spaces, Hospitality, Others), and Region (North America, Europe, Asia Pacific, RoW) – Forecast up to 2025 This market research report includes a detailed segmentation of the global smart beacon market by component (hardware, software, and services), end-user (retail, transportation & logistics, sports, public gatherings & spaces, hospitality, others), and region (North America, Europe, Asia Pacific, RoW)

Overview: Global Smart Beacon Market

Digital transformation has become pivotal to an organization's future success. Like never, today's customers are more digitalized and willing to use smart apps for lifestyle management. As a result, companies are focusing on developing a customer-centric strategy to enhance the customer experience. This has created the demand for smart beacons across verticals, as these beacons are equipped to connect with the customer more precisely by delivering more personalized content such as customized promotional offers and other personalized information.

In 2012, Bluetooth SIG announced BLE features with version 4.0 of the Bluetooth specification and commercialized with the launch of Apple's iBeacon in 2013. In 2015,

Google launched Eddystone, and the adoption of Eddystone has started to increase because of its functionality. Eddystone is an open beacon format that offers three payload types – Eddystone URL, Eddystone UID (unique ID), and Eddystone TLM (telemetry information).

Google has launched two APIs (Nearby API and Proximity Beacon API) that help Eddystone to gain more prominence. But in October 2018, Google announced that Android will discontinue support for Nearby Notifications from December 6th, 2018, due to misuse of the service resulting in irrelevant and spammy marketing messages being delivered as notifications on Android phones. As a result, many considered proximity marketing is no longer viable, but the market continued to grow due to consumer willingness to download branded app promoted by the company to its product or service.

#### Market Segmentation: Global Smart Beacon Market

The global smart beacon market is segmented into components, end-users, standard, and regions. Based on components, the global smart beacon market is segmented into hardware, software, and services. Based on end-users, the global smart beacon market is segmented into retail, transportation & logistics, sports, public gatherings & spaces, hospitality, and others. The retail segment was dominant in 2018 and is expected to remain dominant throughout the forecast period. This is mainly due to the increasing focus on enriching customers with better location and proximity-based user experiences.

Based on the standard, the global smart beacon market is segmented into iBeacon, Eddystone, and others. Among others, the Eddystone segment is projected to be the fastest-growing segment, valued at more than \$500 million in 2018, and is expected to grow at a CAGR of 67.8% during the forecast period 2019–2025.

#### Regional Outlook: Global Smart Beacon Market

Regionally, the global smart beacon market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). In terms of revenue, Europe dominates the global smart beacons market, contributing around 47% market share in 2018 and is likely to maintain significant market share throughout the forecast period. This is mainly due to continuous preference for location-based services particularly in transport & logistics, retail, and tourist destinations. Asia Pacific is identified as the fastest-growing region, i.e., at a CAGR of 58.2% during the forecast period 2019–2025.

## Competitive Analysis and Key Vendors: Smart Beacon Market

The report covers and analyzes the global smart beacon market. Vendors are increasingly focusing on developing new use cases, product innovation, and expanding their distribution network.

### Few of the Key Vendors in the Smart Beacon Market

Hewlett Packard Enterprise (Aruba Networks)

Estimote, Inc.

Bluision Inc.

Kontakt.io

Radius Networks, Inc.

Accent Advanced Systems, SLU

BlueUp Srls

Sensoro Co., Ltd.

Shenzhen Minew Technologies Co., Ltd.

### Benefits:

The report on the smart beacon market contains an in-depth analysis of vendors, which includes financial health, business units, key business priorities, SWOT, strategies, and views; and competitive landscape. The study offers a comprehensive analysis of the “global smart beacon market”. Bringing out the complete key insights of the industry, the report aims to provide an insight into the latest trends, current market scenario, and technologies related to the market. In addition, it helps the venture capitalists, smart beacon vendors, component manufacturers, contract manufacturers, and distributors to understand revenue opportunities across different segments to execute better investment evaluation.

## Global Smart Beacon Market: Market Segmentation

### Global Smart Beacon Market, By Component

Hardware

Software

Services

### Global Smart Beacon Market, By End-user

Retail

Transportation & Logistics

Sports

Public Gatherings & Spaces

Hospitality

Others

### Global Smart Beacon Market, By Geography

North America

Europe

Asia Pacific

RoW

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