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Asia-Pacific Crowd Analytics Market (2016 - 2022)

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Abstracts

Asia-Pacific regions would witness tremendous growth during the forecast period. Rapid expansion of global brands and growing spending capabilities in the citizens of the several emerging countries, such as China, India, Australia, and others have contributed to the growth in the number of visitors at commercial malls, leading to the need for better crowd analytics system. Crowd analytics solutions include solutions such as microscopic model, behavioral model, value engineering, conflict estimation, and complex network analysis. Crowd analytics enables optimization of business operations as it helps in seamless crowd tracking and customer behavioral analysis. Additionally, the cloud deployment model offers analytics solutions at the minimal cost possible.

Asian markets have tremendous potential and the growth of Crowd analytics market is estimated to significantly rise during the forecast period. Favorable government policies and rapid adoption of analytics solution in small & medium enterprises have driven the market growth in the region.

Based on the component type, the Crowd Analytics market is segmented into Software and Services. The Services market is segmented into Professional and Managed Services. The Applications highlighted in this report include Security & Safety, Crowd Management, Tracking & Monitoring and Other Application. Based on Deployment Type, the market is segmented into On-Demand and On-Premise. The verticals covered under the report include Consumer Goods & Retail, Transportation, Media & Entertainment, Public Safety, Travel & Tourism, Healthcare & Life Sciences, BFSI and Others.

Based on country, Crowd Analytics market is segmented into China, Japan, India, South Korea, Singapore, Australia and Rest of Asia-Pacific. China remained the dominant country in the Asia-Pacific Crowd Analytics market in 2015. Australia and India would witness promising CAGR during the forecast period (2016-2022).

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The report covers the analysis of key stake holders of the Crowd Analytics market. Key companies profiled in the report include Nokia Corporation, NEC Corporation, Walkbase, AGT International, Wavestore, Crowdanalytix, Inc., Sightcorp and Crowd Dynamics.

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