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Europe Indoor Location Market Analysis (2017-2023)

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Abstracts

The Europe Indoor Location Market would witness market growth of 40.8% CAGR during the forecast period (2017 – 2023). Tracking objects within an indoor environment is called as indoor location (or indoor localization). IPS (indoor positioning system) technology has the potential to track humans or objects within a company with the help of acoustic signals or radio waves gathered by handheld devices such as mobile phones. Technological advancements have largely benefited the market participants within the business landscape. Nevertheless, accuracy issues of the indoor location technology, limited awareness and reluctance to incorporate indoor location are the factors that limit the market growth of the indoor location market.

Based on Type, the market report segments the market into Technology, Software Tools, and Services. Technology Type includes Sensor & Tag-Based, Radio Frequency-Based, and Others. Software Tools includes Location Analytics, Visualization, Context Accelerator, and Others. Services Type includes Professional and Managed Services. Based on Vertical, the market report segments the market into Retail, Transportation & Hospitality, Entertainment, Public Buildings, and Others. Based on Deployment Type, the market report segments the market into On-Premise and On Demand. Based on Application, the market report segments the market into Sales & Marketing Optimization, Customer Experience Management, Inventory Management, Risk Management, Predictive Asset Analytics, Remote Monitoring, Emergency Response Management, and Others.

Based on Countries, the Europe Indoor Location market segments the market into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the competition analysis of key stake holders of the Europe Indoor Location Market. Key companies profiled in the report include Apple, Inc., Broadcom Limited, Cisco Systems, Inc., Ericsson AB, Google, Inc., Microsoft

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Corporation, Qualcomm Technologies, STMicroelectronics N.V., Zebra Technologies, and Micello, Inc.

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TABLE 183 REST OF EUROPE INDOOR LOCATION MARKET BY APPLICATION, 2013 - 2016, USD MILLION
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2017 - 2023, USD MILLION
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TABLE 193 KEY INFORMATION – ZEBRA TECHNOLOGIES CORPORATION
TABLE 194 KEY INFORMATION - MICELLO, INC.

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