

Global Indoor Location Market Analysis (2017-2023)

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Abstracts

The Global Indoor Location Market size is expected to reach \$58.0 billion by 2023, rising at a market growth of 42% CAGR during the forecast period. 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. Growing connected devices and their adoption and demand for indoor location technology to enhance the lean automation and robotics processes have driven the growth of the market on a global scale. To monitor natural phenomena such as heat, pressure, humidity, and air pollution in a defined indoor space, the integration of multiple sensors are essential within the connected devices. Products and assets are also monitored with the help of Tags in the retail and manufacturing verticals. Adoption of the sensor and tag-based technology has significantly grown over the years, as the adoption of the technology is relatively easy.

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 Regions, the Global Indoor Location market segments the market into North America, Europe, Asia Pacific, Latin America, Middle East and Africa.

The market research report covers the competition analysis of key stake holders of the Global Indoor Location Market. Key companies profiled in the report include Apple, Inc., Broadcom Limited, Cisco Systems, Inc., Ericsson AB, Google, Inc., Microsoft Corporation, Qualcomm Technologies, STMicroelectronics N.V., Zebra Technologies, and Micello, Inc.

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