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Latin America, Middle East & Africa Crowd Analytics Market (2016 - 2022)

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Abstracts

The crowd analytics market would witness tremendous growth during the forecast period, growing demand for better crowd distribution in smart cities, growing number of people opting to travel by airlines and trains, and growing concerns of security and surveillance in various regions have driven the market growth over the years. Crowd analytics is a solution used to gain insights on crowd mobility at mass gatherings such as in metro & airport terminals, retail malls, city stores, community centers, sports stadiums, and others. 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.

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 Latin America, and Middle East & Africa (Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Latin America, and Middle East & Africa). Brazil remained the dominant country in the Latin America, Middle East & Africa Crowd Analytics market in 2015. South Africa and UAE would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Crowd Analytics market. Key

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companies profiled in the report include Nokia Corporation, NEC Corporation, Walkbase, AGT International, Wavestore, Crowdanalytix, Inc., Sightcorp and Crowd Dynamics.

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