

Global Beacon Market - Forecasts from 2019 to 2024

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Abstracts

The global beacon market is projected to grow at a CAGR of 35.78% to reach US\$5,637.021 million by 2024, from US\$899.506 million in 2018. Beacons are devices which transmit data using different technologies including Bluetooth, wi-fi, or ultrasound among others. The major factors driving the demand for these transmitters are increasing investment in proximity marketing and growing penetration of smartphone. However, data security concerns will limit the growth potential of these devices. The Asia Pacific region is expected to grow at a substantial rate owing to the high demand for smartphone, rising disposable income and increasing marketing expenditure. North America and Europe held a significant market share in 2018 on account of the early adoption of technology and rising adoption across industry vertical over the forecast period.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The

values obtained are correlated with the primary inputs of the key stakeholders in the global beacon value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global beacon market.

Major industry players profiled as part of the report are BlueCats, Estimote, Inc., Glimworm Beacons, Gimbal, Inc., Kontakt, Signal360, and Kartographers Technologies Pvt. Ltd. among others.

Segmentation

The global beacon market has been analyzed through the following segments:

By Technology

Bluetooth

Wi-Fi

Ultrasound

Others

By End-User Industry

Retail

Hospitality

Healthcare

BFSI

Others

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France
United Kingdom
Spain
Others
Middle East and Africa
Saudi Arabia
Israel
Others
Asia Pacific
China
Japan
South Korea
India
Others

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Currency
- 1.5. Assumptions
- 1.6. Base, and Forecast Years Timeline

2. RESEARCH METHODOLOGY

- 2.1. Research Design
- 2.2. Secondary Sources

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

- 4.1. Market Segmentation
- 4.2. Market Drivers
- 4.3. Market Restraints
- 4.4. Market Opportunities
- 4.5. Porter's Five Force Analysis
 - 4.5.1. Bargaining Power of Suppliers
 - 4.5.2. Bargaining Power of Buyers
 - 4.5.3. Threat of New Entrants
 - 4.5.4. Threat of Substitutes
 - 4.5.5. Competitive Rivalry in the Industry
- 4.6. Life Cycle Analysis - Regional Snapshot
- 4.7. Market Attractiveness

5. GLOBAL BEACON MARKET BY TECHNOLOGY

- 5.1. Bluetooth
- 5.2. Wi-Fi
- 5.3. Ultrasound
- 5.4. Others

6. GLOBAL BEACON MARKET BY END-USER INDUSTRY

- 6.1. Retail
- 6.2. Hospitality
- 6.3. Healthcare
- 6.4. BFSI
- 6.5. Others

7. GLOBAL BEACON MARKET BY GEOGRAPHY

- 7.1. North America
 - 7.1.1. USA
 - 7.1.2. Canada
 - 7.1.3. Mexico
 - 7.1.4. Others
- 7.2. South America
 - 7.2.1. Brazil
 - 7.2.2. Argentina
 - 7.2.3. Others
- 7.3. Europe
 - 7.3.1. Germany
 - 7.3.2. France
 - 7.3.3. United Kingdom
 - 7.3.4. Spain
 - 7.3.5. Others
- 7.4. Middle East and Africa
 - 7.4.1. Saudi Arabia
 - 7.4.2. Israel
 - 7.4.3. Others
- 7.5. Asia Pacific
 - 7.5.1. China
 - 7.5.2. Japan
 - 7.5.3. South Korea
 - 7.5.4. India
 - 7.5.5. Others

8. COMPETITIVE INTELLIGENCE

- 8.1. Competition and Offerings Analysis of Key Vendors
- 8.2. Recent Investment and Deals
- 8.3. Strategies of Key Players

9. COMPANY PROFILES

- 9.1. BlueCats
- 9.2. Estimote, Inc.
- 9.3. Glimworm Beacons
- 9.4. Gimbal, Inc.
- 9.5. Kontakt
- 9.6. Signal360
- 9.7. Kartographers Technologies Pvt. Ltd.
- 9.8. Verve Wireless, Inc.
- 9.9. G24 Power, Ltd.
- 9.10. MokoSmart

LIST OF FIGURES

LIST OF TABLES

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