

Global Crowd Analytics Market - Forecasts from 2017 to 2022

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Abstracts

Global Crowd Analytics Market is valued at more than US\$475 million in 2017 and will grow to US\$951 million by 2022, at a CAGR of 14.89% over the forecast period. The process of understanding and management of crowd behavior is essential in numerous application domains such as retail, transportation and mega events among many others. The data obtained through crowd management can be analyzed to study different patterns about the crowd. Crowd analytics can be understood as a demonstration as to how information from various sources can be consolidated in order to predict crowd movement in a viable way and share the information among the users. The gathered information can be used to predict hazardous conditions that could require immediate action. Moreover, Marketers can reap benefits of crowd analytics in terms of measuring the effectiveness of their advertising and other promotions.

Market Outlook

The increasing need to understand consumer behavior in order to attract and retain customers is one of the primary factors driving the global market for crowd analytics. Moreover, the growing needs of business intelligence solutions to generate consumer insight and the rise in the installation of surveillance systems further propels the market growth. In addition to this, the increasing threats of security urge the installation of crowd analytics solutions while propelling the market growth. However, high installation and upfront costs may restrain the market growth.

Geographic Outlook

Geographically, the North America region is expected to drive the market for crowd analytics on account of technological enhancements and presence of numerous global

leaders. Similarly, Asia Pacific, owing to booming e-commerce and various other end-use industries along with adoption of sophisticated business intelligence solutions, is expected to grow at a high rate.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides a supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Crowd Analytics. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, the Crowd Analytics Market has been segmented on the basis of application, deployment mode, organization size and geography as follows:

By Application

- Pricing Analytics
- Market Forecasting
- Customer Management
- Incident Response and Alerting
- Marketing Campaign Measurement
- Revenue Optimization

By Deployment Mode

- On-Premise
- Cloud

By Organization Size

Large

Small and Medium

By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

Middle East and Africa

Asia Pacific

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are AGT International GmbH, SPIGIT, INC., CrowdANALYTIX Inc, Amax Fire & Security Ltd, Sightcorp, Nokia, NEC Corporation, and Wavestore

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