

# 2018-2023 Global Beacon Management Software Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Beacon Management Software market for 2018-2023.

Beacon management software is an inevitable software for a company or an individual that has more than 30 deployed beacons. The deployment of numerous beacons makes it difficult to analyze the features that are associated with the beacons. These features include the battery status of several beacons located in multiple physical locations. The beacon management software tracks data output from multiple beacons and gives information regarding battery status, last ping time, and alerts regarding visitor analytics. It also provides insights on the behavior of visitors and their responses to the messages they receive.

Increase in need for managing platform for beacons, growth in awareness about proximity marketing among the retailers, and development in the market for smart cities drive the market. However, limitations on beacons installation is expected to hamper the beacons management software market share during the forecast period. The rise in implementation of beacons has amplified the number of beacons placement across different areas of store or company spaces for sending out the precise messages to target customers. Increase in the number of installed beacons complicates its management. Thus, companies find the need to use a platform, which facilitates management and control of deployed beacons. The increase in awareness of proximity marketing is witnessed in the retail sector due to the advancement of promotional strategies followed by major key players in the retail sector. America dominate the beacon management software market during the forecast period on account of increasing penetration of organized retail.

Over the next five years, LPI(LP Information) projects that Beacon Management Software will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Beacon Management Software market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Retail

Non-Retail

Segmentation by application:

Hypermarkets

Supermarkets

Department Stores

Discounters

Specialty Stores

Cash and Carry Stores

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Estimote

Kontakt.io

Gimbal

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Beacon Management Software market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Beacon Management Software market by identifying its various subsegments.

Focuses on the key global Beacon Management Software players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Beacon Management Software with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Beacon Management Software submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **2018-2023 GLOBAL BEACON MANAGEMENT SOFTWARE MARKET REPORT (STATUS AND OUTLOOK)**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Beacon Management Software Market Size 2013-2023
  - 2.1.2 Beacon Management Software Market Size CAGR by Region
- 2.2 Beacon Management Software Segment by Type
  - 2.2.1 Retail
  - 2.2.2 Non-Retail
- 2.3 Beacon Management Software Market Size by Type
  - 2.3.1 Global Beacon Management Software Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global Beacon Management Software Market Size Growth Rate by Type (2013-2018)
- 2.4 Beacon Management Software Segment by Application
  - 2.4.1 Hypermarkets
  - 2.4.2 Supermarkets
  - 2.4.3 Department Stores
  - 2.4.4 Discounters
  - 2.4.5 Specialty Stores
  - 2.4.6 Cash and Carry Stores
- 2.5 Beacon Management Software Market Size by Application
  - 2.5.1 Global Beacon Management Software Market Size Market Share by Application (2013-2018)
  - 2.5.2 Global Beacon Management Software Market Size Growth Rate by Application (2013-2018)

### **3 GLOBAL BEACON MANAGEMENT SOFTWARE BY PLAYERS**

#### 3.1 Global Beacon Management Software Market Size Market Share by Players

##### 3.1.1 Global Beacon Management Software Market Size by Players (2016-2018)

##### 3.1.2 Global Beacon Management Software Market Size Market Share by Players (2016-2018)

#### 3.2 Global Beacon Management Software Key Players Head office and Products Offered

#### 3.3 Market Concentration Rate Analysis

##### 3.3.1 Competition Landscape Analysis

##### 3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

#### 3.4 New Products and Potential Entrants

#### 3.5 Mergers & Acquisitions, Expansion

### **4 BEACON MANAGEMENT SOFTWARE BY REGIONS**

#### 4.1 Beacon Management Software Market Size by Regions

#### 4.2 Americas Beacon Management Software Market Size Growth

#### 4.3 APAC Beacon Management Software Market Size Growth

#### 4.4 Europe Beacon Management Software Market Size Growth

#### 4.5 Middle East & Africa Beacon Management Software Market Size Growth

### **5 AMERICAS**

#### 5.1 Americas Beacon Management Software Market Size by Countries

#### 5.2 Americas Beacon Management Software Market Size by Type

#### 5.3 Americas Beacon Management Software Market Size by Application

#### 5.4 United States

#### 5.5 Canada

#### 5.6 Mexico

#### 5.7 Key Economic Indicators of Few Americas Countries

### **6 APAC**

#### 6.1 APAC Beacon Management Software Market Size by Countries

#### 6.2 APAC Beacon Management Software Market Size by Type

#### 6.3 APAC Beacon Management Software Market Size by Application

#### 6.4 China

- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Beacon Management Software by Countries
- 7.2 Europe Beacon Management Software Market Size by Type
- 7.3 Europe Beacon Management Software Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Beacon Management Software by Countries
- 8.2 Middle East & Africa Beacon Management Software Market Size by Type
- 8.3 Middle East & Africa Beacon Management Software Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends



## **10 GLOBAL BEACON MANAGEMENT SOFTWARE MARKET FORECAST**

- 10.1 Global Beacon Management Software Market Size Forecast (2018-2023)
- 10.2 Global Beacon Management Software Forecast by Regions
  - 10.2.1 Global Beacon Management Software Forecast by Regions (2018-2023)
  - 10.2.2 Americas Market Forecast
  - 10.2.3 APAC Market Forecast
  - 10.2.4 Europe Market Forecast
  - 10.2.5 Middle East & Africa Market Forecast
- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global Beacon Management Software Forecast by Type
- 10.8 Global Beacon Management Software Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

## 11.1 Estimote

11.1.1 Company Details

11.1.2 Beacon Management Software Product Offered

11.1.3 Estimote Beacon Management Software Revenue, Gross Margin and Market Share (2016-2018)

11.1.4 Main Business Overview

11.1.5 Estimote News

## 11.2 Kontakt.io

11.2.1 Company Details

11.2.2 Beacon Management Software Product Offered

11.2.3 Kontakt.io Beacon Management Software Revenue, Gross Margin and Market Share (2016-2018)

11.2.4 Main Business Overview

11.2.5 Kontakt.io News

## 11.3 Gimbal

11.3.1 Company Details

11.3.2 Beacon Management Software Product Offered

11.3.3 Gimbal Beacon Management Software Revenue, Gross Margin and Market Share (2016-2018)

11.3.4 Main Business Overview

11.3.5 Gimbal News

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of Beacon Management Software  
Figure Beacon Management Software Report Years Considered  
Figure Market Research Methodology  
Figure Global Beacon Management Software Market Size Growth Rate 2013-2023 (\$ Millions)  
Table Beacon Management Software Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of Retail  
Table Major Players of Non-Retail  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global Beacon Management Software Market Size Market Share by Type (2013-2018)  
Figure Global Beacon Management Software Market Size Market Share by Type (2013-2018)  
Figure Global Retail Market Size Growth Rate  
Figure Global Non-Retail Market Size Growth Rate  
Figure Beacon Management Software Consumed in Hypermarkets  
Figure Global Beacon Management Software Market: Hypermarkets (2013-2018) (\$ Millions)  
Figure Global Hypermarkets YoY Growth (\$ Millions)  
Figure Beacon Management Software Consumed in Supermarkets  
Figure Global Beacon Management Software Market: Supermarkets (2013-2018) (\$ Millions)  
Figure Global Supermarkets YoY Growth (\$ Millions)  
Figure Beacon Management Software Consumed in Department Stores  
Figure Global Beacon Management Software Market: Department Stores (2013-2018) (\$ Millions)  
Figure Global Department Stores YoY Growth (\$ Millions)  
Figure Beacon Management Software Consumed in Discounters  
Figure Global Beacon Management Software Market: Discounters (2013-2018) (\$ Millions)  
Figure Global Discounters YoY Growth (\$ Millions)  
Figure Beacon Management Software Consumed in Specialty Stores  
Figure Global Beacon Management Software Market: Specialty Stores (2013-2018) (\$ Millions)

Figure Global Specialty Stores YoY Growth (\$ Millions)

Table Global Beacon Management Software Market Size by Application (2013-2018) (\$ Millions)

Table Global Beacon Management Software Market Size Market Share by Application (2013-2018)

Figure Global Beacon Management Software Market Size Market Share by Application (2013-2018)

Figure Global Beacon Management Software Market Size in Hypermarkets Growth Rate

Figure Global Beacon Management Software Market Size in Supermarkets Growth Rate

Figure Global Beacon Management Software Market Size in Department Stores Growth Rate

Figure Global Beacon Management Software Market Size in Discounters Growth Rate

Figure Global Beacon Management Software Market Size in Specialty Stores Growth Rate

Figure Global Beacon Management Software Market Size in Cash and Carry Stores Growth Rate

Table Global Beacon Management Software Revenue by Players (2016-2018) (\$ Millions)

Table Global Beacon Management Software Revenue Market Share by Players (2016-2018)

Figure Global Beacon Management Software Revenue Market Share by Players in 2017

Table Global Beacon Management Software Key Players Head office and Products Offered

Table Beacon Management Software Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Beacon Management Software Market Size by Regions 2013-2018 (\$ Millions)

Table Global Beacon Management Software Market Size Market Share by Regions 2013-2018

Figure Global Beacon Management Software Market Size Market Share by Regions 2013-2018

Figure Americas Beacon Management Software Market Size 2013-2018 (\$ Millions)

Figure APAC Beacon Management Software Market Size 2013-2018 (\$ Millions)

Figure Europe Beacon Management Software Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa Beacon Management Software Market Size 2013-2018 (\$ Millions)

Table Americas Beacon Management Software Market Size by Countries (2013-2018)  
(\$ Millions)

Table Americas Beacon Management Software Market Size Market Share by Countries  
(2013-2018)

Figure Americas Beacon Management Software Market Size Market Share by  
Countries in 2017

Table Americas Beacon Management Software Market Size by Type (2013-2018) (\$  
Millions)

Table Americas Beacon Management Software Market Size Market Share by Type  
(2013-2018)

Figure Americas Beacon Management Software Market Size Market Share by Type in  
2017

Table Americas Beacon Management Software Market Size by Application (2013-2018)  
(\$ Millions)

Table Americas Beacon Management Software Market Size Market Share by  
Application (2013-2018)

Figure Americas Beacon Management Software Market Size Market Share by  
Application in 2017

Figure United States Beacon Management Software Market Size Growth 2013-2018 (\$  
Millions)

Figure Canada Beacon Management Software Market Size Growth 2013-2018 (\$  
Millions)

Figure Mexico Beacon Management Software Market Size Growth 2013-2018 (\$  
Millions)

Table APAC Beacon Management Software Market Size by Countries (2013-2018) (\$  
Millions)

Table APAC Beacon Management Software Market Size Market Share by Countries  
(2013-2018)

Figure APAC Beacon Management Software Market Size Market Share by Countries in  
2017

Table APAC Beacon Management Software Market Size by Type (2013-2018) (\$  
Millions)

Table APAC Beacon Management Software Market Size Market Share by Type  
(2013-2018)

Figure APAC Beacon Management Software Market Size Market Share by Type in  
2017

Table APAC Beacon Management Software Market Size by Application (2013-2018) (\$  
Millions)

Table APAC Beacon Management Software Market Size Market Share by Application

(2013-2018)

Figure APAC Beacon Management Software Market Size Market Share by Application in 2017

Figure China Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Japan Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Korea Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Southeast Asia Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure India Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Australia Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Table Europe Beacon Management Software Market Size by Countries (2013-2018) (\$ Millions)

Table Europe Beacon Management Software Market Size Market Share by Countries (2013-2018)

Figure Europe Beacon Management Software Market Size Market Share by Countries in 2017

Table Europe Beacon Management Software Market Size by Type (2013-2018) (\$ Millions)

Table Europe Beacon Management Software Market Size Market Share by Type (2013-2018)

Figure Europe Beacon Management Software Market Size Market Share by Type in 2017

Table Europe Beacon Management Software Market Size by Application (2013-2018) (\$ Millions)

Table Europe Beacon Management Software Market Size Market Share by Application (2013-2018)

Figure Europe Beacon Management Software Market Size Market Share by Application in 2017

Figure Germany Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure France Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure UK Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Italy Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Russia Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Spain Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Table Middle East & Africa Beacon Management Software Market Size by Countries (2013-2018) (\$ Millions)

Table Middle East & Africa Beacon Management Software Market Size Market Share by Countries (2013-2018)

Figure Middle East & Africa Beacon Management Software Market Size Market Share by Countries in 2017

Table Middle East & Africa Beacon Management Software Market Size by Type (2013-2018) (\$ Millions)

Table Middle East & Africa Beacon Management Software Market Size Market Share by Type (2013-2018)

Figure Middle East & Africa Beacon Management Software Market Size Market Share by Type in 2017

Table Middle East & Africa Beacon Management Software Market Size by Application (2013-2018) (\$ Millions)

Table Middle East & Africa Beacon Management Software Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa Beacon Management Software Market Size Market Share by Application in 2017

Figure Egypt Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Beacon Management Software Market Size Growth 2013-2018 (\$ Millions)

Figure Global Beacon Management Software Market Size Forecast (2018-2023) (\$ Millions)

Table Global Beacon Management Software Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Beacon Management Software Market Size Market Share Forecast by Regions

Figure Americas Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure APAC Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Europe Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure United States Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Canada Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Mexico Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Brazil Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure China Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Japan Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Korea Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure India Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Australia Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Germany Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure France Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure UK Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Italy Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Russia Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Spain Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Egypt Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure South Africa Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Israel Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure Turkey Beacon Management Software Market Size 2018-2023 (\$ Millions)

Figure GCC Countries Beacon Management Software Market Size 2018-2023 (\$ Millions)

Table Global Beacon Management Software Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global Beacon Management Software Market Size Market Share Forecast by Type (2018-2023)

Table Global Beacon Management Software Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global Beacon Management Software Market Size Market Share Forecast by Application (2018-2023)

Table Estimote Basic Information, Head Office, Major Market Areas and Its Competitors

Table Estimote Beacon Management Software Revenue and Gross Margin (2016-2018)

Figure Estimote Beacon Management Software Market Share (2016-2018)

Table Kontakt.io Basic Information, Head Office, Major Market Areas and Its Competitors

Table Kontakt.io Beacon Management Software Revenue and Gross Margin (2016-2018)

Figure Kontakt.io Beacon Management Software Market Share (2016-2018)

Table Gimbal Basic Information, Head Office, Major Market Areas and Its Competitors



Table Gimbal Beacon Management Software Revenue and Gross Margin (2016-2018)  
Figure Gimbal Beacon Management Software Market Share (2016-2018)

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