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2018-2023 Global Bluetooth Beacon Device 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 Bluetooth Beacon Device market for 2018-2023.

A beacon is a small Bluetooth radio transmitter. It's kind of like a lighthouse: it repeatedly transmits a single signal that other devices can see. Instead of emitting visible light, though, it broadcasts a radio signal that is made up of a combination of letters and numbers transmitted on a regular interval of approximately 1/10th of a second. A Bluetooth-equipped device like a smartphone can "see" a beacon once it's in range, much like sailors looking for a lighthouse to know where they are.
The key factor driving the industry growth is the increased number of applications powered by beacons and Bluetooth Low Energy (BLE) tags. Beacons are witnessing growing penetration across asset tracking and machine/equipment status observation in high volume verticals. At the same time, the markets for both existing and new applications are maturing, leading to larger roll-outs. Growing integration of beacons in cameras, LED lightings, point of sale (POS) devices, digital signage, and vending machines is expected to propel the industry growth over the forecast period. Apart from retail applications, beacons are also projected to become a common commodity in industrial applications.
The Americas dominate the global Bluetooth beacon devices market by accounting for a market share of over 40%. They were the first to adopt this technology, especially in the retail sector. Retailers are taking charge and deploying new and related technologies to test the efficacy of nascent systems. More than half of the retail sector is expected to deploy this technology. This trend creates more opportunities for device manufacturers

and software developers to offer cutting edge products. Companies are working on adapting this technology in other ways to improve efficiency.
Over the next five years, LPI(LP Information) projects that Bluetooth Beacon Device 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 Bluetooth Beacon Device 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:

IBeacon

Eddystone

Segmentation by application:

Retail

Travel & Tourism

Healthcare

Financial Institutions

Others

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

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Mexico

Brazil

APAC

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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:

BlueCats

Estimote

Gimbal

Gelo

Glimworm Beacons

IBeacon

...

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 Bluetooth Beacon Device market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

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To understand the structure of Bluetooth Beacon Device market by identifying its various subsegments.

Focuses on the key global Bluetooth Beacon Device 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 Bluetooth Beacon Device 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 Bluetooth Beacon Device 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.

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