

# 2018-2023 Global Bluetooth Beacons 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 Beacons market for 2018-2023.

Bluetooth beacons are becoming increasingly popular across industries as they are a cost effective and simple deploy model. As these beacons are supported by almost all operating systems, their demand is expected to increase. Bluetooth beacons are deployed by businesses to send content and information, which are contextually relevant, to users at specific locations. They open up the probability of connecting the online virtual world with the offline, physical world by providing context –aware information to mobile users. Bluetooth beacons devices broadcast signals and messages to smart devices under range, in the form of notifications. They basically consist of a chip and various electronic components on a small circuit board. As these devices offer a more personalized and enhanced user experience, the market for Bluetooth beacons is projected to grow at a healthy pace.

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.

North America has the largest penetration of organized retails, hence this region

generates the majority of the revenue in the Bluetooth beacons market in the retail industry. The US being the largest market in this region, holds a market share of close to 84% in terms of the shipments of beacon devices as of 2015.

Over the next five years, LPI(LP Information) projects that Bluetooth Beacons 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 Beacons 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

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:

BlueCats

Estimote

Kontakt.io

PayPal

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 Bluetooth Beacons 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 Bluetooth Beacons market by identifying its various subsegments.

Focuses on the key global Bluetooth Beacons 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 Beacons 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 Beacons 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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