

# Global People Counting in Retail Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G2C7D14E54D2EN.html>

Date: June 2026

Pages: 113

Price: US\$ 3,660.00 (Single User License)

ID: G2C7D14E54D2EN

## Abstracts

The global People Counting in Retail market size is predicted to grow from US\$ 1642 million in 2025 to US\$ 2979 million in 2032; it is expected to grow at a CAGR of 9.1% from 2026 to 2032.

Retail people counting is a technology-driven process used by retailers to accurately measure the number of people entering and exiting their stores or retail spaces in a given time. The obtained data is also referred to as footfall. The primary goal of retail people counting is to gather data about foot traffic patterns, which provides valuable insights into customer behavior and helps retailers make informed decisions to improve operations, enhance customer experiences, and optimize their overall business strategies.

As we step into 2024, the retail landscape continues to evolve at an unprecedented pace, driven by technological advancements and changing consumer behaviors. Among the key trends shaping the future of retail, the integration of people counting technologies with big data analytics stands out as a transformative strategy for businesses aiming to thrive in a highly competitive market. This synergy not only enhances customer understanding but also propels retail operations to new levels of efficiency and personalization.

LPI (LP Information)' newest research report, the "People Counting in Retail Industry Forecast" looks at past sales and reviews total world People Counting in Retail sales in 2025, providing a comprehensive analysis by region and market sector of projected People Counting in Retail sales for 2026 through 2032. With People Counting in Retail sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world People Counting in Retail industry.

This Insight Report provides a comprehensive analysis of the global People Counting in Retail landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on People Counting in Retail portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global People Counting in Retail market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for People Counting in Retail and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global People Counting in Retail.

This report presents a comprehensive overview, market shares, and growth opportunities of People Counting in Retail market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

Wi-Fi and Bluetooth Sensing

?Video-Based Counting

Infrared Sensors

Time of Flight Sensors

Others

#### Segmentation by Application:

SMEs

Large Enterprises

This report also splits the market by region:

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

### Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

V-Count

Visionarea

Beonic (Blix)

Retail Next

Who's up

Placer.ai

ShopperTrak Analytics Suite

Footfall Cam

Trax sales

Trafsys

Safari.ai

StoreTech

Vemco Group

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