

Global People Counting Software Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G14027605E82EN.html>

Date: August 2024

Pages: 132

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

ID: G14027605E82EN

Abstracts

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

A people counter is an electronic device that is used to measure the number of people traversing a certain passage or entrance. Examples include simple manual clickers, infrared beams, thermal imaging systems, WiFi trackers and video counters using advanced machine learning algorithms. They are commonly used by retail establishments to judge the effectiveness of marketing campaigns, building design and layout, and the popularity of particular brands.

The global People Counting Software market size is projected to grow from US\$ 760.7 million in 2023 to US\$ 962.8 million in 2030; it is expected to grow at a CAGR of 3.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "People Counting Software Industry Forecast" looks at past sales and reviews total world People Counting Software sales in 2023, providing a comprehensive analysis by region and market sector of projected People Counting Software sales for 2024 through 2030. With People Counting Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world People Counting Software industry.

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

in an accelerating global People Counting Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for People Counting Software 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 Software.

The major players in the people counting system market include ShopperTrak, RetailNext, Brickstream, DILAX Intelcom GmbH, IRIS-GmbH, Eurotech S.p.A., InfraRed Integrated Systems, Axiomatic Technology, Hikvision and Axis Communication AB, the top 10 players got about 40% market shares.

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

Segmentation by type

IR Beam

Thermal Imaging

Video Based

Segmentation by application

Transportation

Commercial

Corporate and Education

Others

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.

ShopperTrak

RetailNext

Brickstream

DILAX Intelcom GmbH

IRIS-GmbH

Eurotech S.p.A.

InfraRed Integrated Systems

Axiomatic Technology

Hikvision

Axis Communication AB

WINNER Technology

Countwise LLC

V-Count

Xovis AG

IEE S.A.

HELLA Aglaia Mobile Vision GmbH

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