

# Global WiFi People Counting Solutions Market Growth (Status and Outlook) 2026-2032

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## Abstracts

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

WiFi People Counting Solution refers to an intelligent analytics system that leverages WiFi signal detection technology to accurately count, track, and analyze the flow of people in specific spaces (such as retail stores, shopping malls, transportation hubs, exhibition centers, and public venues). It operates by capturing WiFi signals (including probe requests, beacon frames, or association packets) emitted by mobile devices (smartphones, tablets, etc.) carried by individuals—even if the devices are not connected to the target WiFi network—through deployed hardware such as WiFi probes, intelligent access points (APs), or integrated routers. The system then processes and analyzes key signal characteristics via built-in algorithms, realizing core functions such as real-time passenger flow counting, visitor duplication elimination (to avoid counting the same person multiple times), entry/exit direction identification, stay time calculation, passenger flow density monitoring, and historical trend analysis. Notably, to comply with data privacy regulations (e.g., GDPR, local data protection laws), the solution typically anonymizes device identifiers (e.g., hashing MAC addresses) to prevent personal information leakage, ensuring compliance while collecting traffic data. Widely used across retail, transportation, hospitality, and public services, it provides data-driven insights for businesses and managers to optimize store layout, adjust staffing levels, evaluate marketing campaign effectiveness, improve customer experience, and enhance operational efficiency—transforming invisible passenger flow into actionable decision-making support.

United States market for WiFi People Counting Solutions is estimated to increase from

US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for WiFi People Counting Solutions is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for WiFi People Counting Solutions is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key WiFi People Counting Solutions players cover FootfallCam, Milesight, V-Count, EvolvePlus Pty Ltd, SensMax, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global WiFi People Counting Solutions 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 WiFi People Counting Solutions portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global WiFi People Counting Solutions market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of WiFi People Counting Solutions market by product type, application,

key players and key regions and countries.

**Segmentation by Type:**

- Narrow-area WiFi Counting (Coverage Radius
- Medium-area WiFi Counting (Coverage Radius 10-50 Meters)
- Wide-area WiFi Counting (Coverage Radius > 50 Meters)

**Segmentation by Accuracy Level:**

- High-Precision WiFi Counting
- Basic-Precision WiFi Counting

**Segmentation by Environmental Adaptability:**

- Indoor-Only Adaptable WiFi Counting
- Indoor-Outdoor Universal WiFi Counting

**Segmentation by Application:**

- Retail & Commercial Venues
- Office & Smart Buildings
- Public & Transportation Hubs
- 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.

FootfallCam

Milesight

V-Count

EvolvePlus Pty Ltd

SensMax

minew

FOORIR

Storetraffic

Bumbee labs

SenSource

Traf-Sys

Johnson Controls

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