

# Indoor Positioning and Indoor Navigation Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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## Abstracts

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### Indoor Positioning and Indoor Navigation (IPIN) Market Trends and Forecast

The future of the global indoor positioning and indoor navigation (IPIN) market looks promising with opportunities in the healthcare, retail, manufacturing, travel & hospitality, office space, public space, and logistic & warehouse markets. The global indoor positioning and indoor navigation (IPIN) market is expected to reach an estimated \$26.3 billion by 2028 with a CAGR of 21.80% from 2023 to 2028. The major drivers for this market are increasing demand of these navigation solutions in various places like malls, airports, hospitals, and hotels along with growing demand for proximity marketing and rising adoption of bluetooth beacons across the globe.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown here.

### Indoor Positioning and Indoor Navigation (IPIN) Market by Segment

The study includes trends and forecast for the global indoor positioning and indoor navigation (IPIN) market by technology, application, end use industry and region, as follows:

Indoor Positioning and Indoor Navigation (IPIN) Market by Technology [Shipment Analysis by Value from 2017 to 2028]:

Ultra-Wideband Technology

Bluetooth Low Energy

Wi-Fi

Others

Indoor Positioning and Indoor Navigation (IPIN) Market by Application [Shipment Analysis by Value from 2017 to 2028]:

Asset and Personnel Tracking

Location-Based Analytics

Navigation and Maps

Others

Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry [Shipment Analysis by Value from 2017 to 2028]:

Healthcare

Retail

Manufacturing

Travel & Hospitality

Office spaces

Public Spaces

Logistics & Warehouses

Others

Indoor Positioning and Indoor Navigation (IPIN) Market by Region [Shipment Analysis by Value from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Indoor Positioning and Indoor Navigation (IPIN) Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies, indoor positioning and indoor navigation (IPIN) companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the indoor positioning and indoor navigation (IPIN) companies profiled in this report include-

Apple

Cisco Systems

Broadcom

Microsoft

Google

Siemens

Nokia

Qualcomm Technologies

Motorola Solution

Samsung

## Indoor Positioning and Indoor Navigation (IPIN) Market Insights

Lucintel forecasts that bluetooth low energy will remain the highest growing segment over the forecast period owing to its affordability, energy efficient components, improved customer outreach, and ease of installation.

Retail will remain the largest segment because IPIN solutions provides various benefits to retailers, such as better customer searches, effective route planning, and optimization of target customers.

North America will remain the largest region over the forecast period due to presence of well-established GPS navigation systems, availability of advanced internet connectivity and wideband, and increasing acceptance of RTLS and IPIN systems in this region.

## Features of the Indoor Positioning and Indoor Navigation (IPIN) Market

Market Size Estimates: Indoor Positioning and Indoor Navigation (IPIN) market size estimation in terms of value (\$B)

Trend and Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Indoor Positioning and Indoor Navigation (IPIN) market size by various segments, such as by technology, application, end use industry and region

Regional Analysis: Indoor Positioning and Indoor Navigation (IPIN) market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different technologies,

applications, end use industries, and regions for the indoor positioning and indoor navigation (IPIN) market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the indoor positioning and indoor navigation (IPIN) market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

Q1. What is the indoor positioning and indoor navigation (IPIN) market size?

Answer: The global indoor positioning and indoor navigation (IPIN) market is expected to reach an estimated \$26.3 billion by 2028.

Q2. What is the growth forecast for indoor positioning and indoor navigation (IPIN) market?

Answer: The global indoor positioning and indoor navigation (IPIN) market is expected to grow with a CAGR of 21.80% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the indoor positioning and indoor navigation (IPIN) market?

Answer: The major drivers for this market are increasing demand of these navigation solutions in various places like malls, airports, hospitals, and hotels along with growing demand for proximity marketing and rising adoption of bluetooth beacons across the globe.

Q4. What are the major segments for indoor positioning and indoor navigation (IPIN) market?

Answer: The future of the global indoor positioning and indoor navigation (IPIN) market looks promising with opportunities in the healthcare, retail, manufacturing, travel & hospitality, office space, public space, and logistic & warehouse markets.

Q5. Who are the key indoor positioning and indoor navigation (IPIN) companies?

Answer: Some of the key indoor positioning and indoor navigation (IPIN) companies are as follows:

Apple

Cisco Systems

Broadcom

Microsoft

Google

Siemens

Nokia

Qualcomm Technologies

Motorola Solution

Samsung

Q6. Which indoor positioning and indoor navigation (IPIN) segment will be the largest in future?

Answer: Lucintel forecasts that bluetooth low energy will remain the highest growing segment over the forecast period owing to its affordability, energy efficient components, improved customer outreach, and ease of installation.

Q7. In indoor positioning and indoor navigation (IPIN) market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period due to the attributed to well-established GPS navigation systems, advanced internet connectivity and wideband, as well as higher adoption of RTLS and IPIN systems in this region.

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Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the global indoor positioning and indoor navigation (IPIN) market by technology (ultra-wideband technology, bluetooth low energy, Wi-Fi, and others), application (asset & personnel tracking, location-based analytics, navigation & maps, and others), end use industry (healthcare, retail, manufacturing, travel & hospitality, office spaces, public spaces, logistics & warehouses, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to indoor positioning and indoor navigation market or related to indoor positioning and indoor navigation companies, indoor positioning and indoor navigation market size, indoor positioning and indoor navigation market share, indoor positioning and indoor navigation market growth, indoor positioning and indoor navigation market research, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com) we will be glad to get back to you soon.



## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL INDOOR POSITIONING AND INDOOR NAVIGATION (IPIN) MARKET: MARKET DYNAMICS**

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### **3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2017 TO 2028**

3.1: Macroeconomic Trends (2017-2022) and Forecast (2023-2028)

3.2: Global Indoor Positioning and Indoor Navigation (IPIN) Market Trends (2017-2022) and Forecast (2023-2028)

3.3: Global Indoor Positioning and Indoor Navigation (IPIN) Market by Technology

3.3.1: Ultra-Wideband Technology

3.3.2: Bluetooth Low Energy

3.3.3: Wi-Fi

3.4: Global Indoor Positioning and Indoor Navigation (IPIN) Market by Application

3.4.1: Asset and Personnel Tracking

3.4.2: Location-Based Analytics

3.4.3: Navigation and Maps

3.4.4: Others

3.5: Global Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry

3.5.1: Healthcare

3.5.2: Retail

3.5.3: Manufacturing

3.5.4: Travel & Hospitality

3.5.5: Office spaces

3.5.6: Public Spaces

3.5.7: Logistics & Warehouses

3.5.8: Others

### **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2017 TO 2028**

4.1: Global Indoor Positioning and Indoor Navigation (IPIN) Market by Region

- 4.2: North American Indoor Positioning and Indoor Navigation (IPIN) Market
  - 4.2.1: North American Indoor Positioning and Indoor Navigation (IPIN) Market by Technology: Ultra-Wideband Technology, Bluetooth Low Energy, and Wi-Fi
  - 4.2.2: North American Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry: Healthcare, Retail, Manufacturing, Travel & Hospitality, Office spaces, Public Spaces, Logistics & Warehouses, and Others
- 4.3: European Indoor Positioning and Indoor Navigation (IPIN) Market
  - 4.3.1: European Indoor Positioning and Indoor Navigation (IPIN) Market by Technology: Ultra-Wideband Technology, Bluetooth Low Energy, and Wi-Fi
  - 4.3.2: European Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry: Healthcare, Retail, Manufacturing, Travel & Hospitality, Office spaces, Public Spaces, Logistics & Warehouses, and Others
- 4.4: APAC Indoor Positioning and Indoor Navigation (IPIN) Market
  - 4.4.1: APAC Indoor Positioning and Indoor Navigation (IPIN) Market by Technology: Ultra-Wideband Technology, Bluetooth Low Energy, and Wi-Fi
  - 4.4.2: APAC Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry: Healthcare, Retail, Manufacturing, Travel & Hospitality, Office spaces, Public Spaces, Logistics & Warehouses, and Others
- 4.5: ROW Indoor Positioning and Indoor Navigation (IPIN) Market
  - 4.5.1: ROW Indoor Positioning and Indoor Navigation (IPIN) Market by Technology: Ultra-Wideband Technology, Bluetooth Low Energy, and Wi-Fi
  - 4.5.2: ROW Indoor Positioning and Indoor Navigation (IPIN) Market by End Use Industry: Healthcare, Retail, Manufacturing, Travel & Hospitality, Office spaces, Public Spaces, Logistics & Warehouses, and Others

## **5. COMPETITOR ANALYSIS**

- 5.1: Product Portfolio Analysis
- 5.2: Operational Integration
- 5.3: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

- 6.1: Growth Opportunity Analysis
  - 6.1.1: Growth Opportunities for the Global Indoor Positioning and Indoor Navigation (IPIN) Market by Type
  - 6.1.2: Growth Opportunities for the Global Indoor Positioning and Indoor Navigation (IPIN) Market by Application
  - 6.1.3: Growth Opportunities for the Global Indoor Positioning and Indoor Navigation

(IPIN) Market by Region

6.2: Emerging Trends in the Global Indoor Positioning and Indoor Navigation (IPIN) Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Indoor Positioning and Indoor Navigation (IPIN) Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Indoor Positioning and Indoor Navigation (IPIN) Market

6.3.4: Certification and Licensing

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Apple

7.2: Cisco Systems

7.3: Broadcom

7.4: Microsoft

7.5: Google

7.6: Siemens

7.7: Nokia

7.8: Qualcomm Technologies

7.9: Motorola Solution

7.10: Samsung

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