

# Smart Badge Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

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The future of the smart badge market looks promising with opportunities in the government & healthcare, corporate, event & entertainment, and retail & hospitality industries. The global smart badge market is expected to decline in 2020 due to the global economic recession led by the COVID-19 pandemic. However, the market will witness recovery in the year 2021, and it is expected to grow with a CAGR of 9% to 11% from 2020 to 2025. The major drivers for this market are growing demand for smart badges in the government and healthcare industry.

A more than 150 page report is developed to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of smart badge market report download the report brochure.

The study includes trends and forecasts for the global smart badge market by type, communication, application, and region as follows:

By Type [\$M shipment analysis for 2014 – 2025]:

Smart Badges with Display

Smart Badges without Display

By Communication [\$M shipment analysis for 2014 – 2025]:

Contact Badges

Contactless Badges

By Application [\$M shipment analysis for 2014 – 2025]:

Government and Healthcare

Corporate

Event and Entertainment

Retail and Hospitality

Others

By Region [\$M shipment analysis for 2014 – 2025]:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Asia Pacific

China

Japan

India

South Korea

The Rest of the World

Some of the smart badge companies profiled in this report include Thales Group, ASSA ABLOY AB, Giesecke+Devrient, Brady Worldwide, IDEMIA, Evolis, Identiv, BEAM, AIOI-SYSTEMS, Watchdata, Identita, Blendology, Squarofumi, and KONA I.

Lucintel forecasts that contactless badges will remain the largest communication segment over the forecast period, as they allow fast, easy, and secured access to physical and logical areas.

Government and healthcare will remain the largest application segment during the forecast period due to growing demand for smart badges for critical data storage and to ensure national security.

Asia Pacific will remain the largest region during the forecast period due to the existence of a large consumer base of smart badges in the region.

#### Features of Smart Badge Market

**Market Size Estimates:** Smart badge market size estimation in terms of value (\$M)

**Trend and Forecast Analysis:** Market trends (2014-2019) and forecast (2020-2025) by various segments and regions.

**Segmentation Analysis:** Market size by type, communication, and application

**Regional Analysis:** Smart badge market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different type, communication, application, and regions for smart badge market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the smart badge market.

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

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the global smart badge market by type (smart badges with display and smart badges without display), communication (contact badges and contactless badges), application (government & healthcare, corporate, event & entertainment, retail & hospitality, 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 regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the smart badge market?

Q.5 What are the business risks and threats to the smart badge market?

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

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

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

Q.9 Who are the major players in the smart badge market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in the smart badge market, and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M&A activities did take place in the last five years in the smart badge market?

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