

Smart Beacon Market Report: Trends, Forecast and Competitive Analysis

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Abstracts

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The future of the smart beacon market looks promising with opportunities in various end use industries, such as retail, public gatherings & spaces, hospitality, transportation & logistics, sports, aviation, healthcare, automotive, bank, financial services, insurance (BFSI), and education. The global smart beacon market is expected to grow with a CAGR of 54% to 56% from 2020 to 2025. The major drivers for this market are growing demand for smartphones, rising focus on business intelligence, and growing usage of smart beacons in transportation and logistics.

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 beacon market report download the report brochure.

The study includes trends and forecasts for the global smart beacon market by beacon standard, connectivity type, offering, end use industry, and region as follows:

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

iBeacon

Eddystone

Others

By End Use Industry [\$M shipment analysis for 2014 – 2025]:

Retail

Public Gatherings & Spaces

Hospitality

Transportation & Logistics

Sports

Aviation

Healthcare

Automotive

Bank, Financial Services, Insurance (BFSI)

Education

Others

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

Bluetooth Low Energy (BLE)

Hybrid

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

Hardware

Software

Service

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 beacon companies profiled in this report include Estimote, Aruba, Kontakt.io, Cisco, Bluvision, Onyx Beacon, Leantegra, Gimbal, Accent Systems, Swirl Networks, Sensoro, JAALIE Technology, Beaconinside, Blesh, and BlueUp

Retail will remain the largest end use industry during the forecast period. Smart beacon for the transportation and logistics industry is expected to witness the highest growth

over the forecast period due to its features, such as real-time asset tracking to determine the exact time of the delivery of goods to customers.

Europe will remain the largest region during the forecast period due to high traction of beacon technology and increasing need for technologically advanced marketing platforms among end users.

Features of Smart Beacon Market

Market Size Estimates: Smart beacon 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 beacon standard, connectivity type, offering, and end use industry

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

Growth Opportunities: Analysis on growth opportunities in different beacon standard, connectivity type, offering, end use industry, and regions for smart beacon market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the smart beacon 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 beacon market by beacon standard (iBeacon, eddystone, and others), end use industry (retail, public gatherings & spaces, hospitality, transportation & logistics, sports, aviation, healthcare, automotive, bank, financial services, insurance (BFSI), education, and others), offering (hardware, software, and service), connectivity type

(bluetooth low energy (BLE) and hybrid), 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 beacon market?

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

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

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

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

Q.9 Who are the major players in the smart beacon 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 beacon 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 beacon market?

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