

# 2015-2027 Global Proximity Marketing Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

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## Abstracts

The worldwide market for Proximity Marketing is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

### Major Companies Covered

Qualcomm

Bluision Inc.

Zebra Technologies Corporation

Estimote Inc.

Apple

Unacast

Microsoft Corporation

Shopkick Inc.

Swirl Networks

Google

Scanbuy

### Major Types Covered

Hardware

Software  
Service

Major Applications Covered  
Retail & E-Commerce  
Healthcare  
Infrastructural  
Media & Entertainment  
Transportation & Logistics  
Hospitality  
BFSI

Top Countries Data Covered in This Report

United States  
Canada  
Germany  
UK  
France  
Italy  
Spain  
Russia  
Netherlands  
Turkey  
Switzerland  
Sweden  
Poland  
Belgium  
China  
Japan  
South Korea  
Australia  
India  
Taiwan  
Indonesia  
Thailand  
Philippines  
Malaysia  
Brazil  
Mexico

Argentina  
Columbia  
Chile  
Saudi Arabia  
UAE  
Egypt  
Nigeria  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

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