

Bluetooth Smart & Smart Ready Market by Application (Automotive, Consumer Electronics, Wearable Electronics, Healthcare, and Building & Retail), & Geography (Americas, EMEA, APAC) - Global Forecast to 2020

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Abstracts

Bluetooth Smart also known as Bluetooth Low Energy (BLE) is a wireless personal area network (WPAN) topology intended for applications like health and wellness, sports and fitness and building automation among others. There are two kinds of devices based on BLE, which are Bluetooth Smart and Bluetooth Smart Ready devices.

Devices those are compatible with Bluetooth 4.0 as well as Classic Bluetooth (2.0 and 3.0) are known as Bluetooth Smart Ready devices such as smartphones and tablets. On the other hand Bluetooth Smart devices are only compatible with Bluetooth v4.0.

This report focuses on the in-depth segmentation of Bluetooth Smart and Smart Ready market by the different type of application, and geography. The different types of applications covered are automotive, consumer electronics, wearable electronics, healthcare, and building and retail.

The report also covers the major trends being followed in the Bluetooth Smart and Smart Ready market along with, market dynamics, porter's analysis and value chain analysis. The market dynamics are categorized under four headers: drivers, restraints, opportunities, and challenges. Market forecasts have been done using these market dynamics.

The report also gives detailed profiles of various companies currently, active in this market. In addition to the company profiles, the report provides a competitive landscape

(CL) of the key players in the market. The CL covers market share analysis, mergers and acquisitions, collaborations, partnerships, new product developments, and other key growth strategies of each player. Some of the key players in the industry that have been covered in this report are Broadcom Corporation (U.S.), Texas Instruments (U.S.), Nordic Semiconductor ASA (Norway), CSR Plc. (U.K.), Qualcomm Inc. (U.S.), and MediaTek Inc. (Taiwan), among others.

The market is also mapped against geography. The market by geography is segmented by various regions such as Americas, EMEA, and APAC.

Scope of the report

This research report categorizes the Bluetooth Smart and Smart Ready market based on different applications, and geography; it also covers the respective market sizes between 2013 and 2020. It describes the market penetration of Bluetooth Smart and Smart Ready in various regions.

On the basis of applications

Major applications covered in this report are automotive, consumer electronics, wearable electronics, healthcare, and building and retail.

On the basis of the geographical regions

Geographical analysis covers Americas, EMEA, and Asia-Pacific. Each region is further segmented by different countries.

Contents

1 INTRODUCTION

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Study Scope
 - 1.3.1 Markets Covered
- 1.4 Stakeholders
- 1.5 Market Scope
 - 1.5.1 Year
 - 1.5.2 Currency
 - 1.5.3 Package
 - 1.5.4 Limitations

2 RESEARCH METHODOLOGY

- 2.1 Research Data
 - 2.1.1 Secondary Data
 - 2.1.1.1 Key Data From Secondary Sources
 - 2.1.2 Primary Data
 - 2.1.2.1 Key Data From Primary Sources
 - 2.1.2.2 Key Industry Insights
 - 2.1.2.3 Breakdown of Primaries
- 2.2 Demand-Side Analysis
 - 2.2.1 Introduction
 - 2.2.2 Demand-Side Analysis
 - 2.2.2.1 Automotive
 - 2.2.2.1.1 Growth in Connected Car Market
 - 2.2.2.2 Consumer Electronics
 - 2.2.2.2.1 Growth in Number of Smartphones
 - 2.2.2.3 Wearable Electronics
 - 2.2.2.3.1 Growth in A Number of Accessories
 - 2.2.2.4 Healthcare
 - 2.2.2.4.1 Consumer Health and Fitness Devices
 - 2.2.2.5 Building and Retail
 - 2.2.2.5.1 Home Automation
 - 2.2.3 Supply-Side Analysis
 - 2.2.3.1 Growth in Pure-Play Foundries Market

- 2.3 Market Size Estimation
- 2.4 Market Breakdown & Data Triangulation
- 2.5 Research Assumptions and Limitations
 - 2.5.1 Assumptions

3 EXECUTIVE SUMMARY

4 COVER STORY – BLUETOOTH SIG (SPECIAL INTEREST GROUP)

5 PREMIUM INSIGHTS

- 5.1 Attractive Market Opportunities in the Bluetooth Smart & Smart Ready Market
- 5.2 Bluetooth Smart & Smart Ready Market: Top 3 Applications
- 5.3 Bluetooth Smart Market, By Application & Geography
- 5.4 Bluetooth Smart & Smart Ready Market Value (\$Million) and Volume (Million Units), 2020
- 5.5 Bluetooth Smart Ready Market: Top Three Consumer Electronic Applications
- 5.6 Bluetooth Smart Market for Wearable Devices, By Geography

6 MARKET OVERVIEW

- 6.1 Introduction
- 6.2 Evolution
- 6.3 Market Segmentation
 - 6.3.1 Bluetooth Smart & Smart Ready Market, By Application
 - 6.3.2 Bluetooth Smart & Smart Ready Market, By Geography
- 6.4 Market Dynamics
 - 6.4.1 Drivers
 - 6.4.1.1 Growth of Smart Wireless Sensors
 - 6.4.1.2 Low Power Requirement and Low Cost
 - 6.4.1.3 Growing Number of Appcessories
 - 6.4.2 Restraints
 - 6.4.2.1 Low Data Streaming Capacity
 - 6.4.3 Opportunities
 - 6.4.3.1 IP Connectivity, Improved Privacy, and Increased Speed
 - 6.4.4 Challenges
 - 6.4.4.1 Privacy and Security Concerns
 - 6.4.5 Winning Imperative
 - 6.4.5.1 Bluetooth Low Energy as A Key Enabler for Data Communications in

Industrial Automation

7 INDUSTRY TRENDS

- 7.1 Introduction
- 7.2 Strategic Benchmarking
 - 7.2.1 Product Innovation and Development
- 7.3 Value Chain Analysis
- 7.4 Porter's Five Forces Analysis
 - 7.4.1 Threat From New Entrants
 - 7.4.2 Threat of Substitutes
 - 7.4.3 Bargaining Power of Suppliers
 - 7.4.4 Bargaining Power of Buyers
 - 7.4.5 Intensity of Competitive Rivalry

8 MARKET, BY DEVICE TYPE

- 8.1 Introduction
- 8.2 Bluetooth Smart
- 8.3 Bluetooth Smart Ready

9 MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Automotive
- 9.3 Consumer Electronics
 - 9.3.1 Smartphones
 - 9.3.2 Tablets
 - 9.3.3 Laptops
 - 9.3.4 PV Peripherals
 - 9.3.5 Smart TV Consoles
- 9.4 Healthcare
 - 9.4.1 Wireless Portable Medical Devices (WPMD)
 - 9.4.1.1 Blood Glucose Monitor
 - 9.4.1.2 Cholesterol Monitor
 - 9.4.1.3 Blood Pressure Monitor
- 9.5 Building & Retail
 - 9.5.1 Smart Locks
 - 9.5.2 Smart Homes

9.5.3 Beacons

9.6 Accessories

9.7 Wearable Electronics

9.7.1 Consumer Wearable Devices

9.7.1.1 Smart Glasses

9.7.1.2 Smart Watches

9.7.1.3 Activity Trackers

9.7.1.4 Wearable Cameras

9.7.1.5 3D Motion Trackers

9.7.2 Medical Wearable Devices

9.7.2.1 Holter Monitors

9.7.2.2 Heart Rate Monitors

9.7.2.3 Sleep Apnea Monitors

9.7.2.4 Wearable Injectors

9.7.2.5 Continuous Glucose Monitors

9.7.2.6 Multiparameter Monitors

10 GEOGRAPHIC ANALYSIS

10.1 Introduction

10.2 Americas

10.3 EMEA

10.4 Asia-Pacific

11 COMPETITIVE LANDSCAPE

11.1 Overview

11.2 Market Share Analysis

11.3 Competitive Situations and Trends

11.3.1 New Product Launches, Developments, and Upgrades

11.3.2 Acquisitions, Collaborations, and Partnerships

11.3.3 Other Developments

12 COMPANY PROFILES

(Overview, Products and Services, Financials, Strategy & Development)*

12.1 Introduction

12.2 Bluegiga Technologies

12.3 Broadcom Corporation

12.4 CSR PLC.

12.5 Cypress Semiconductor Corporation

12.6 Dialog Semiconductor

12.7 Marvell Technology Group, Ltd.

12.8 Mediatek, Inc.

12.9 Nordic Semiconductor Asa

12.10 Nxp Semiconductors

12.11 Qualcomm Inc.

12.12 Texas Instruments

*Details on Overview, Products and Services, Financials, Strategy & Development
Might Not Be Captured in Case of Unlisted Companies.

13 APPENDIX

13.1 Insights of Industry Experts

13.2 Discussion Guide

13.3 Introducing RT: Real-Time Market Intelligence

13.4 Available Customizations

13.5 Related Reports

List Of Tables

LIST OF TABLES

Table 1 Rising Demand for Accessories is Expected to Propel the Growth of the Bluetooth Smart Market

Table 2 Low Data Streaming Capacity is Restraining the Market Growth

Table 3 IP Connectivity, A Key Opportunity for the Bluetooth Smart Market

Table 4 Privacy and Security Concerns Are Constraining the Growth of the Ble Market

Table 5 Bluetooth Smart Market Volume (Million Units) & Value (\$Million), 2013–2020

Table 6 Bluetooth Smart Ready Market Volume (Million Units) & Value (\$Million), 2013–2020

Table 7 Automotive: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)

Table 8 Automotive: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)

Table 9 Consumer Electronics: Bluetooth Smart & Smart Ready Market Size, By Geography, 2013–2020 (\$Million)

Table 10 Consumer Electronics: Bluetooth Smart & Smart Ready Market Size, By Geography, 2013–2020 (Million Units)

Table 11 Smartphones: Bluetooth Smart Ready Market Size, 2013–2020

Table 12 Smartphones: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (\$Million)

Table 13 Smartphones: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (Million Units)

Table 14 Tablets: Bluetooth Smart Ready Market Size, 2013–2020

Table 15 Tablets: Bluetooth Smart Ready Market Size, By Geography, 2014–2020 (\$Million)

Table 16 Tablets: Bluetooth Smart Ready Market Size, By Geography, 2014–2020 (Million Units)

Table 17 Laptops: Bluetooth Smart Ready Market Size, 2013–2020

Table 18 Laptops: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (\$Million)

Table 19 Laptops: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (Million Units)

Table 20 PV Peripherals: Bluetooth Smart Market Size, 2013–2020

Table 21 PV Peripherals: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)

Table 22 PV Peripherals: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)

- Table 23 Smart TV Consoles: Bluetooth Smart Ready Market Size, 2013–2020
- Table 24 Smart TV Consoles: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (\$Million)
- Table 25 Smart TV Consoles: Bluetooth Smart Ready Market Size, By Geography, 2013–2020 (Million Units)
- Table 26 Healthcare: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 27 Healthcare: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 28 Wireless Portable Medical Devices: Bluetooth Smart Market Size, 2013–2020 (\$Million)
- Table 29 Wireless Portable Medical Devices: Bluetooth Smart Market Size, 2013 –2020 (Million Units)
- Table 30 Building & Retail: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 31 Building & Retail: Bluetooth Smart Market Size, By Geography, 2014–2020 (Million Units)
- Table 32 Smart Locks: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 33 Smart Locks: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 34 Smart Homes: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 35 Smart Homes: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 36 Beacons: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 37 Beacons: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 38 Accessories: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 39 Accessories: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 40 Wearable Electronics: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 41 Wearable Electronics: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)
- Table 42 Smart Glasses: Bluetooth Smart Market Size, By Geography, 2013–2020 (\$Million)
- Table 43 Smart Glasses: Bluetooth Smart Market Size, By Geography, 2013–2020

(Million Units)

Table 44 Smart Watches: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 45 Smart Watches: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 46 Activity Trackers: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 47 Activity Trackers: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 48 Wearable Cameras: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 49 Wearable Cameras: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 50 3D Motion Trackers: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 51 3D Motion Trackers: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 52 Holter Monitors: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 53 Holter Monitors: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 54 Heart Rate Monitors: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 55 Heart Rate Monitors: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 56 Sleep Apnea Monitors: Bluetooth Smart Market Size, By Geography,
2013–2020 (\$Million)

Table 57 Sleep Apnea Monitors: Bluetooth Smart Market Size, By Geography,
2013–2020 (Million Units)

Table 58 Wearable Injectors: Bluetooth Smart Market Size, By Geography, 2013–2020
(\$Million)

Table 59 Wearable Injectors: Bluetooth Smart Market Size, By Geography, 2013–2020
(Million Units)

Table 60 Continuous Glucose Monitors: Bluetooth Smart Market Size, By Geography,
2013–2020 (\$Million)

Table 61 Continuous Glucose Monitors: Bluetooth Smart Market Size, By Geography,
2013–2020 (Million Units)

Table 62 Multipara meter Monitors: Bluetooth Smart Market Size, By Geography,
2013–2020 (\$Million)

Table 63 Multipara meter Monitors: Bluetooth Smart Market Size, By Geography, 2013–2020 (Million Units)

Table 64 Bluetooth Smart & Smart Ready Market Size, By Region, 2014–2020 (\$Million)

Table 65 Bluetooth Smart & Smart Ready Market Size, By Region, 2014–2020 (Million Units)

Table 66 Americas: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (\$Million)

Table 67 Americas: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (Million Units)

Table 68 EMEA: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (\$Million)

Table 69 EMEA: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (Million Units)

Table 70 APAC: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (\$Million)

Table 71 APAC: Bluetooth Smart & Smart Ready Market Size, By Application, 2014–2020 (Million Units)

Table 72 New Product Launches, Developments, & Upgrades in the Bluetooth Smart & Smart Ready Market, 2014

Table 73 Acquisitions, Collaborations, Partnerships, and Expansions in the Bluetooth Smart & Smart Ready Market, 2014

Table 74 Other Developments, 2014

List Of Figures

LIST OF FIGURES

- Figure 1 Global Bluetooth Smart & Smart Ready Market, By Application
- Figure 2 Research Design
- Figure 3 OEM Connected Car Shipments
- Figure 4 Global Smartphone Shipments
- Figure 5 Market Size Estimation Methodology: Bottom-Up Approach
- Figure 6 Market Size Estimation Methodology: Top-Down Approach
- Figure 7 Assumptions of the Research Study
- Figure 8 Bluetooth Smart & Smart Ready Market Value (\$Million) and Volume (Million Units)
- Figure 9 Bluetooth: Technology Evolution
- Figure 10 Bluetooth: Application Evolution
- Figure 11 Top 5 Applications of the Bluetooth Smart & Smart Ready Market, 2014
- Figure 12 Global Bluetooth Smart & Smart Ready Market Share, By Region, 2013
- Figure 13 Bluetooth Low Energy Market Presents Lucrative Opportunities
- Figure 14 Consumer Electronics Will Continue to Dominate the Market Over the Forecast Period
- Figure 15 Wearable Electronics & Healthcare Accounted for Majority of the Market in 2013
- Figure 16 Bluetooth Smart Ready Will Continue to Dominate the Market Over the Next Six Years, 2014-2020
- Figure 17 Smartphones Will Account for Major Market During the Forecast Period
- Figure 18 Americas is Expected to Dominate the Market During the Forecast Period
- Figure 19 Bluetooth: Technology Evolution
- Figure 20 Bluetooth: Application Evolution
- Figure 21 Bluetooth Smart & Smart Ready Market Segmentation, By Application
- Figure 22 Bluetooth Smart & Smart Ready Market Segmentation, By Geography
- Figure 23 Growing Number of Accessories: Key Enablers for Bluetooth Smart
- Figure 24 Comparison of Different Low Power Wireless Technologies
- Figure 25 Cumulative Ownership of Accessories, 2014-2020
- Figure 26 Strategic Benchmarking: Companies Largely Adopted Organic Growth Strategies for Product Innovation & Enhancement
- Figure 27 Value Chain: Bluetooth Smart & Smart Ready Market
- Figure 28 Porter's Five Forces Analysis, 2013
- Figure 29 Graphical Representation of Porter's Five Forces Analysis, 2013
- Figure 30 Threat From New Entrants

- Figure 31 Threat of Substitutes
- Figure 32 Bargaining Power of Suppliers
- Figure 33 Bargaining Power of Buyers
- Figure 34 Intensity of Competitive Rivalry
- Figure 35 Bluetooth Smart V/S Bluetooth Smart Ready Market Size, 2014–2020 (Million Units)
- Figure 36 Bluetooth Smart & Smart Ready Market, By Application
- Figure 37 Automotive: Bluetooth Smart Market Size, 2015–2020
- Figure 38 Consumer Electronics: Bluetooth Smart & Smart Ready Market Size, 2013–2020
- Figure 39 Bluetooth Smart Ready Penetration in Smartphones, 2013–2020
- Figure 40 Bluetooth Smart Ready Penetration in Tablets, 2013–2020
- Figure 41 Bluetooth Smart Ready Penetration in Laptops, 2013–2020
- Figure 42 Bluetooth Smart Penetration in PV Peripherals, 2013–2020
- Figure 43 Healthcare: Bluetooth Smart Market Size, 2013–2020
- Figure 44 Building & Retail: Bluetooth Smart Market Size, 2013–2020
- Figure 45 Smart Locks: Bluetooth Smart Market Size, 2013–2020
- Figure 46 Smart Homes: Bluetooth Smart Market, 2014–2020
- Figure 47 Beacons: Bluetooth Smart Market Size, 2014–2020
- Figure 48 Appcessories: Bluetooth Smart Market Size, 2013–2020
- Figure 49 Wearable Electronics: Bluetooth Smart Market Size, 2013–2020
- Figure 50 Smart Glasses: Bluetooth Smart Market Size, 2013–2020
- Figure 51 Smart Watches: Bluetooth Smart Market Size, 2013–2020
- Figure 52 Activity Trackers: Bluetooth Smart Market Size, 2013–2020
- Figure 53 Wearable Cameras: Bluetooth Smart Market Size, 2013-2020
- Figure 54 3D Motion Trackers: Bluetooth Smart Market Size, 2014–2020
- Figure 55 Holter Monitors: Bluetooth Smart Market Size, 2013–2020
- Figure 56 Heart Rate Monitors: Bluetooth Smart Market Size, 2013–2020
- Figure 57 Sleep Apnea Monitors: Bluetooth Smart Market Size, 2013–2020
- Figure 58 Wearable Injectors: Bluetooth Smart Market Size, 2013–2020
- Figure 59 Continuous Glucose Monitors: Bluetooth Smart Market Size, 2013–2020
- Figure 60 Multipara meter Monitors: Bluetooth Smart Market Size, 2013–2020
- Figure 61 Bluetooth Smart & Smart Ready Market: APAC is the Fastest-Growing Region Over the Next Six Years
- Figure 62 Americas Bluetooth Smart & Smart Ready Market Snapshot, 2013
- Figure 63 EMEA: Bluetooth Smart & Smart Ready Market Value (\$Million) & Volume (Million Units), 2014–2020
- Figure 64 APAC Bluetooth Smart & Smart Ready Market Snapshot, 2013
- Figure 65 Companies Adopted Product Innovation as the Key Growth Strategy,

2013-2014

Figure 66 Bluetooth Smart: Market Share Analysis, By Key Player, 2013

Figure 67 Battle for Market Share: New Product Launches Has Been the Key Strategy

Figure 68 Geographic Revenue Mix of Top 4 Market Players

Figure 69 Bluegiga Technologies: Business Overview

Figure 70 Broadcom Corporation: Business Overview

Figure 71 Broadcom Corporation: SWOT Analysis

Figure 72 CSR PLC: Business Overview

Figure 73 CSR PLC: SWOT Analysis

Figure 74 Cypress Semiconductor Corporation: Business Overview

Figure 75 Dialog Semiconductor: Business Overview

Figure 76 Marvell Technology Group, Ltd.: Business Overview

Figure 77 Marvell Technology Group, Ltd.: SWOT Analysis

Figure 78 Mediatek, Inc.: Business Overview

Figure 79 Nordic Semiconductor ASA: Business Overview

Figure 80 NXP Semiconductors: Business Overview

Figure 81 Qualcomm Inc.: Business Overview

Figure 82 Qualcomm Technologies Inc.: SWOT Analysis

Figure 83 Texas Instruments: Business Overview

Figure 84 Texas Instruments: SWOT Analysis

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