

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.

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