

Indoor Location Market by Positioning Systems (Network-based, Independent, Hybrid), Maps and Navigation, Location based analytics, Location based services, Monitoring and emergency services - Worldwide Market Forecasts and Analysis (2014 - 2019)

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Abstracts

In recent years, there has been a substantial demand for indoor positioning and navigation equipment in the marketplace across verticals. The demand is surging in those industries that were early indoor location adopters. With potential opportunities in emerging verticals, there is a good investment that is being done in the indoor location research, development, and innovation by the majority of the market players.

Absence of satellite signals inside the indoor spaces clearly indicated the need for indoor technologies. Hence, indoor location devices came into existence. The device manufacturers and other members in the ecosystem made tremendous efforts to build a culmination point for the proximity electronics, surveying systems, and the informatics. They still strive to bring greater possibilities in the indoor location system.

The indoor location technologies are built around the Global Positioning System (GPS) technologies, with the main difference of their utility in navigating indoor spaces, such as malls, megastores, offices, airports, casinos, amongst others. The methods and techniques used in the accurate mapping and navigation require no complex infrastructure. Thus, the implementation becomes hassle free. MarketsandMarkets believes that there are multiple factors that are shaping the future of the indoor location market. One of them is the increasing number of applications that are addressing the expressed market need. Secondly, the need to deploy cost control measures is being

fulfilled by the indoor location apps. Even though the adoption of this technology is relatively slow due to indoor environment challenges and performance requirements, these solutions are expected to grow steadily and shall have a pervasive existence across all the major verticals. Improved customer experience, on a real-time basis, will be the major 'pull' factor.

MarketsandMarkets has segmented the global indoor location market by type of software: indoor maps and navigation and indoor location-based analytics, by type of positioning systems: network-based positioning systems, independent positioning systems, and hybrid positioning systems; by type of verticals: offices and commercial buildings, government, public safety and urban security, healthcare, travel and hospitality, aviation, academia and education, oil, gas and mining, manufacturing, distribution and logistics and others; by region: North America (NA), Asia Pacific (APAC), Europe (EU), Middle East Africa (MEA), and Latin America (LA).

Some of the major vendors of indoor location are Apple Inc., Google, Microsoft, Broadcom, and Cisco. Many small innovative companies have also surfaced and are forthcoming as the solution providers for the indoor location market. The indoor location research report analyzes global adoption trends, drivers, and evolving platforms in this rapidly emerging market. The report aims at identifying and evaluating the current market size and the future market opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 STUDY SCOPE
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS
- 1.5 RESEARCH METHODOLOGY
 - 1.5.1 KEY DATA FROM PRIMARY & SECONDARY SOURCES
 - 1.5.2 DATA TRIANGULATION & FORECASTING
- 1.6 ASSUMPTIONS

2 EXECUTIVE SUMMARY

- 2.1 OVERALL MARKET SIZE

3 MARKET OVERVIEW

- 3.1 MARKET DEFINITION
- 3.2 MARKET SEGMENTATION
- 3.3 MARKET EVOLUTION
- 3.4 MARKET DYNAMICS
 - 3.4.1 DRIVERS
 - 3.4.1.1 Enhanced Customer Intimacy
 - 3.4.1.2 Poor Performance of GPS Technologies in Indoor Environment
 - 3.4.1.3 Government Initiatives for Public Safety Through Indoor Positioning Technology
 - 3.4.2 RESTRAINTS & CHALLENGES
 - 3.4.2.1 Customer Adoption
 - 3.4.2.2 Indoor Network Infrastructure Challenges
 - 3.4.3 OPPORTUNITIES
 - 3.4.3.1 Increase in Large Infrastructures and Buildings
 - 3.4.3.2 Lean Automation & Robotics Using Indoor Positioning
 - 3.4.3.3 Global Research Investment
 - 3.4.4 TIME IMPACT ANALYSIS OF DYNAMICS
- 3.5 VALUE CHAIN

4 INDOOR LOCATION: MARKET SIZE & FORECAST BY HARDWARE DEVICE

Indoor Location Market by Positioning Systems (Network-based, Independent, Hybrid), Maps and Navigation, Locat...

4.1 INTRODUCTION

4.2 MOBILE DEVICES

4.2.1 TABLETS

4.2.1.1 Overview

4.2.1.2 Market Size & Forecast by Unit Shipment

4.2.2 SMARTPHONES

4.2.2.1 Overview

4.2.2.2 Market Size & Forecast by Unit Shipment

4.3 NETWORK DEVICES

4.3.1 WI-FI INTEGRATED CHIPS

4.3.1.1 Overview

4.3.1.2 Market Size & Forecast by Unit Shipment

4.3.2 BLUETOOTH INTEGRATED CHIPS

4.3.2.1 Overview

4.3.2.2 Market Size & Forecast by Unit Shipment

4.4 PROXIMITY DEVICES

4.4.1 SENSORS

4.4.1.1 Overview

4.4.1.2 Market Size & Forecast by Unit Shipment

5 INDOOR LOCATION: MARKET SIZE & FORECAST BY SOFTWARE

5.1 INTRODUCTION

5.2 INDOOR MAPS & NAVIGATION

5.2.1 OVERVIEW

5.2.2 MARKET SIZE & FORECAST BY VERTICAL

5.2.3 MARKET SIZE & FORECAST BY REGION

5.3 INDOOR LOCATION-BASED ANALYTICS

5.3.1 OVERVIEW

5.3.2 MARKET SIZE & FORECAST BY VERTICAL

5.3.3 MARKET SIZE & FORECAST BY REGION

6 INDOOR LOCATION: MARKET SIZE & FORECAST BY TYPE OF POSITIONING SYSTEM

6.1 INTRODUCTION

6.2 BY NETWORK-BASED POSITIONING SYSTEM

6.2.1 WI-FI/WLAN

- 6.2.1.1 Overview
- 6.2.1.2 Market Size & Forecast by Vertical
- 6.2.1.3 Market Size & Forecast by Region
- 6.2.2 ULTRA-WIDE BAND (UWB)
 - 6.2.2.1 Overview
 - 6.2.2.2 Market Size & Forecast by Vertical
 - 6.2.2.3 Market Size & Forecast by Region
- 6.2.3 BLUETOOTH/BLUETOOTH LOW ENERGY (BT/BLE)
 - 6.2.3.1 Overview
 - 6.2.3.2 Market Size & Forecast by Vertical
 - 6.2.3.3 Market Size & Forecast by Region
- 6.2.4 RADIO FREQUENCY IDENTIFICATION (RFID)
 - 6.2.4.1 Overview
 - 6.2.4.2 Market Size & Forecast by Vertical
 - 6.2.4.3 Market Size & Forecast by Region
- 6.3 BY INDEPENDENT POSITIONING SYSTEM
 - 6.3.1 ASSISTED GPS (AGPS)
 - 6.3.1.1 Overview
 - 6.3.1.2 Market Size & Forecast by Vertical
 - 6.3.1.3 Market Size & Forecast by Region
 - 6.3.2 MICROELECTRONIC MECHANICAL SYSTEM (MEMS)
 - 6.3.2.1 Overview
 - 6.3.2.2 Market Size & Forecast by Vertical
 - 6.3.2.3 Market Size & Forecast by Region
- 6.4 HYBRID POSITIONING SYSTEM
 - 6.4.1 OVERVIEW
 - 6.4.2 MARKET SIZE & FORECAST BY VERTICAL
 - 6.4.3 MARKET SIZE & FORECAST BY REGION

7 INDOOR LOCATION: MARKET SIZE & FORECAST BY APPLICATION

- 7.1 INTRODUCTION
- 7.2 INDOOR LOCATION-BASED SERVICES (LBS)
 - 7.2.1 OVERVIEW
 - 7.2.2 MARKET SIZE & FORECAST BY VERTICAL
 - 7.2.3 MARKET SIZE & FORECAST BY REGION
- 7.3 MONITORING & EMERGENCY SERVICES
 - 7.3.1 OVERVIEW
 - 7.3.2 MARKET SIZE & FORECAST BY VERTICAL

- 7.3.3 MARKET SIZE & FORECAST BY REGION
- 7.4 NAVIGATION PATTERN-BASED ANALYTICS
 - 7.4.1 OVERVIEW
 - 7.4.2 MARKET SIZE & FORECAST BY VERTICAL
 - 7.4.2 MARKET SIZE & FORECAST BY REGION

8 INDOOR LOCATION: MARKET SIZE & FORECAST BY VERTICAL

- 8.1 OVERVIEW & INTRODUCTION
- 8.2 MARKET SIZE & FORECAST BY VERTICAL
- 8.3 OFFICES & COMMERCIAL BUILDINGS
 - 8.3.1 OVERVIEW
 - 8.3.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.4 GOVERNMENT, PUBLIC SAFETY, & URBAN SECURITY
 - 8.4.1 OVERVIEW
 - 8.4.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.5 HEALTHCARE
 - 8.5.1 OVERVIEW
 - 8.5.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.6 TRAVEL & HOSPITALITY
 - 8.6.1 OVERVIEW
 - 8.6.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.7 AVIATION
 - 8.7.1 OVERVIEW
 - 8.7.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.8 ACADEMIA & EDUCATION
 - 8.8.1 OVERVIEW
 - 8.8.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.9 OIL, GAS, & MINING
 - 8.9.1 OVERVIEW
 - 8.9.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.10 MANUFACTURING, DISTRIBUTION, & LOGISTICS
 - 8.10.1 OVERVIEW
 - 8.10.2 MARKET SIZE & FORECAST BY SOFTWARE
- 8.11 OTHERS
 - 8.11.1 OVERVIEW
 - 8.11.2 MARKET SIZE & FORECAST BY SOFTWARE

9 INDOOR LOCATION: MARKET SIZE & FORECAST BY REGION

9.1 INTRODUCTION

9.1.1 PARFAIT CHARTS

9.2 NORTH AMERICA (NA)

9.2.1 OVERVIEW

9.2.2 MARKET SIZE & FORECAST BY VERTICAL

9.3 EUROPE

9.3.1 OVERVIEW

9.3.2 MARKET SIZE & FORECAST BY VERTICAL

9.4 ASIA-PACIFIC (APAC)

9.4.1 OVERVIEW

9.4.2 MARKET SIZE & FORECAST BY VERTICAL

9.5 MIDDLE EAST & AFRICA (MEA)

9.5.1 OVERVIEW

9.5.2 MARKET SIZE & FORECAST BY VERTICAL

9.6 LATIN AMERICA (LA)

9.6.1 OVERVIEW

9.6.2 MARKET SIZE & FORECAST BY VERTICAL

10 INDOOR LOCATION: MARKET LANDSCAPE

10.1 COMPETITIVE LANDSCAPE

10.1.1 ECOSYSTEM & ROLES

10.1.2 PORTFOLIO COMPARISON

10.2 END-USER LANDSCAPE

10.2.1 MARKET OPPORTUNITY ANALYSIS

10.2.2 MACRO FACTOR ANALYSIS

10.2.2.1 Smart Device Penetration

10.2.2.2 Increased WLAN Deployments

11 COMPANY PROFILES (OVERVIEW, PRODUCTS & SERVICES, STRATEGIES & INSIGHTS, DEVELOPMENTS, MNM VIEW)

11.1 APPLE, INC.

11.2 BROADCOM CORPORATION

11.3 CISCO SYSTEMS, INC.

11.4 ERICSSON

11.5 GOOGLE, INC.

11.6 MICROSOFT

11.7 MOTOROLA SOLUTION, INC.

11.8 NOKIA CORPORATION

11.9 SIEMENS AG

11.10 QUALCOMM INCORPORATED (Details on Overview, Products & services, Strategies & Insights, Developments, MnM View might not be captured in case of unlisted companies.)

APPENDIX

? VENTURE CAPITAL (VC) FUNDING ANALYSIS

? MERGERS & ACQUISITIONS (M&A)

List Of Tables

LIST OF TABLES

TABLE 1 INDOOR LOCATION MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 2 INDOOR LOCATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 3 TABLETS, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 4 3D-ENABLED TABLETS, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 5 SMARTPHONES, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 6 3D-ENABLED SMARTPHONES, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 7 WI-FI ICS, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 8 NETWORK GEAR WI-FI ICS, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 9 BLUETOOTH INTEGRATED CHIPS, UNIT SHIPMENTS, 2014-2019 (MILLION UNITS)

TABLE 10 SENSORS, UNIT SHIPMENTS, 2014-2019 (BILLION UNITS)

TABLE 11 INDOOR LOCATION SOFTWARE MARKET SIZE, 2014-2019 (\$MILLION)

TABLE 12 INDOOR LOCATION SOFTWARE MARKET GROWTH, 2014-2019 (Y-O-Y %)

TABLE 13 INDOOR MAPS AND NAVIGATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 14 INDOOR MAPS AND NAVIGATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 15 INDOOR MAPS AND NAVIGATION MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 16 INDOOR MAPS AND NAVIGATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 17 INDOOR LOCATION-BASED ANALYTICS MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 18 INDOOR LOCATION-BASED ANALYTICS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 19 INDOOR LOCATION-BASED ANALYTICS MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 20 INDOOR LOCATION-BASED ANALYTICS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 21 INDOOR LOCATION MARKET SIZE, BY TYPE OF POSITIONING SYSTEM, 2014-2019 (\$MILLION)

TABLE 22 INDOOR LOCATION MARKET GROWTH, BY TYPE OF POSITIONING SYSTEM, 2014-2019 (Y-O-Y %)

TABLE 23 NETWORK-BASED POSITIONING MARKET SIZE, 2014-2019 (\$MILLION)

TABLE 24 NETWORK-BASED POSITIONING MARKET GROWTH, 2014-2019 (Y-O-Y %)

TABLE 25 WI-FI/WLAN MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 26 WI-FI/WLAN MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 27 WI-FI/WLAN MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 28 WI-FI/WLAN MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 29 UWB MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 30 UWB MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 31 UWB MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 32 UWB MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 33 BT/BLE MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 34 BT/BLE MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 35 BT/BLE MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 36 BT/BLE MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 37 RFID MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 38 RFID MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 39 RFID MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 40 RFID MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 41 INDEPENDENT POSITIONING MARKET SIZE, 2014-2019 (\$MILLION)

TABLE 42 INDEPENDENT POSITIONING MARKET GROWTH, 2014-2019 (Y-O-Y %)

TABLE 43 AGPS MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 44 AGPS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 45 AGPS MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 46 AGPS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 47 MEMS MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 48 MEMS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 49 MEMS MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 50 MEMS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 51 HYBRID POSITIONING MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 52 HYBRID POSITIONING MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 53 HYBRID POSITIONING MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 54 HYBRID POSITIONING MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 55 INDOOR LOCATION MARKET SIZE, BY APPLICATION, 2014-2019
(\$MILLION)

TABLE 56 INDOOR LOCATION MARKET GROWTH, BY APPLICATION, 2014-2019 (Y-O-Y %)

TABLE 57 INDOOR LBS MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 58 INDOOR LBS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 59 INDOOR LBS MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 60 INDOOR LBS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 61 MONITORING AND EMERGENCY SERVICES MARKET SIZE, BY
VERTICAL, 2014-2019 (\$MILLION)

TABLE 62 MONITORING AND EMERGENCY SERVICES MARKET GROWTH, BY
VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 63 MONITORING AND EMERGENCY SERVICES MARKET SIZE, BY
REGION, 2014-2019 (\$MILLION)

TABLE 64 MONITORING AND EMERGENCY SERVICES MARKET GROWTH, BY
REGION, 2014-2019 (Y-O-Y %)

TABLE 65 NAVIGATION PATTERN-BASED ANALYTICS MARKET SIZE, BY
VERTICAL, 2014-2019 (\$MILLION)

TABLE 66 NAVIGATION PATTERN-BASED ANALYTICS MARKET GROWTH, BY
VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 67 NAVIGATION PATTERN-BASED ANALYTICS MARKET SIZE, BY REGION,
2014-2019 (\$MILLION)

TABLE 68 NAVIGATION PATTERN-BASED ANALYTICS MARKET GROWTH, BY
REGION, 2014-2019 (Y-O-Y %)

TABLE 69 INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019
(\$MILLION)

TABLE 70 INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 71 OFFICES AND COMMERCIAL BUILDINGS MARKET SIZE, BY INDOOR
LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 72 GOVERNMENT, PUBLIC SAFETY, AND URBAN SECURITY MARKET
SIZE, BY INDOOR LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 73 HEALTHCARE MARKET SIZE, BY INDOOR LOCATION SOFTWARE,
2014-2019 (\$MILLION)

TABLE 74 TRAVEL AND HOSPITALITY MARKET SIZE, BY INDOOR LOCATION
SOFTWARE, 2014-2019 (\$MILLION)

TABLE 75 AVIATION, BY INDOOR LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 76 ACADEMIA AND EDUCATION MARKET SIZE, BY INDOOR LOCATION
SOFTWARE, 2014-2019 (\$MILLION)

TABLE 77 OIL, GAS, AND MINING MARKET SIZE, BY INDOOR LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 78 MANUFACTURING, DISTRIBUTION, AND LOGISTICS MARKET SIZE, BY INDOOR LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 79 OTHERS MARKET SIZE, BY INDOOR LOCATION SOFTWARE, 2014-2019 (\$MILLION)

TABLE 80 INDOOR LOCATION MARKET SIZE, BY REGION, 2014-2019 (\$MILLION)

TABLE 81 INDOOR LOCATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

TABLE 82 NORTH AMERICA: INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 83 NORTH AMERICA: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 84 EUROPE: INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 85 EUROPE: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 86 APAC: INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 87 APAC: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 88 MEA: INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 89 MEA: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 90 LATIN AMERICA: INDOOR LOCATION MARKET SIZE, BY VERTICAL, 2014-2019 (\$MILLION)

TABLE 91 LATIN AMERICA: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

TABLE 92 INDOOR LOCATION MARKET: VC FUNDING ANALYSIS

TABLE 93 INDOOR LOCATION MARKET: M&A IMPACT ANALYSIS

List Of Figures

LIST OF FIGURES

FIGURE 1 INDOOR LOCATION: RESEARCH METHODOLOGY

FIGURE 2 INDOOR LOCATION: DATA TRIANGULATION

FIGURE 3 INDOOR LOCATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 4 INDOOR LOCATION: MARKET SEGMENTATION

FIGURE 5 INDOOR LOCATION: MARKET EVOLUTION

FIGURE 6 TIME IMPACT ANALYSIS OF DROS

FIGURE 7 INDOOR LOCATION: VALUE CHAIN

FIGURE 8 INDOOR LOCATION SOFTWARE MARKET GROWTH, 2014-2019 (Y-O-Y %)

FIGURE 9 INDOOR MAPS AND NAVIGATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 10 INDOOR MAPS AND NAVIGATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 11 INDOOR LOCATION-BASED ANALYTICS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 12 INDOOR LOCATION-BASED ANALYTICS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 13 INDOOR LOCATION MARKET GROWTH, BY TYPE OF POSITIONING SYSTEM, 2014-2019 (Y-O-Y %)

FIGURE 14 NETWORK-BASED POSITIONING MARKET GROWTH, 2014-2019 (Y-O-Y %)

FIGURE 15 WI-FI/WLAN MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 16 WI-FI/WLAN MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 17 UWB MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 18 UWB MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 19 BT/BLE MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 20 BT/BLE MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 21 RFID MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 22 RFID MARKET GROWTH, BY REGION, 2014-2018 (Y-O-Y %)

FIGURE 23 INDEPENDENT POSITIONING MARKET GROWTH, 2014-2019 (Y-O-Y %)

FIGURE 24 AGPS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 25 AGPS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 26 MEMS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 27 MEMS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 28 HYBRID POSITIONING MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 29 HYBRID POSITIONING MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 30 INDOOR LOCATION MARKET GROWTH, BY APPLICATION, 2014-2019 (Y-O-Y %)

FIGURE 31 INDOOR LBS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 32 INDOOR LBS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 33 MONITORING AND EMERGENCY SERVICES MARKET SIZE, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 34 MONITORING AND EMERGENCY SERVICES MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 35 NAVIGATION PATTERN-BASED ANALYTICS MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 36 NAVIGATION PATTERN-BASED ANALYTICS MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 37 INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 38 INDOOR LOCATION MARKET GROWTH, BY REGION, 2014-2019 (Y-O-Y %)

FIGURE 39 INDOOR LOCATION MARKET: PARFAIT CHART

FIGURE 40 NORTH AMERICA: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 41 EUROPE: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 42 APAC: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 43 MEA: INDOOR LOCATION MARKET GROWTH BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 44 LATIN AMERICA: INDOOR LOCATION MARKET GROWTH, BY VERTICAL, 2014-2019 (Y-O-Y %)

FIGURE 45 INDOOR LOCATION: MARKET ECOSYSTEM AND ROLES

FIGURE 46 INDOOR LOCATION: PORTFOLIO COMPARISON

FIGURE 47 INDOOR LOCATION: OPPORTUNITY PLOT

FIGURE 48 SMART DEVICE PENETRATION RATE

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