

Market for Proximity Marketing by Location (Indoor, and Outdoor), Technology (Wi-Fi, BLE Beacons, NFC, GPS Geofencing), Hardware (Sensors, RFID Tags), Software (Location Analytics), Service, Application - Global Forecast to 2022

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Abstracts

“Rapid technological advancements in location-based services are driving the proximity marketing market”

The proximity marketing market is expected to be worth USD 52.46 billion by 2022 at a CAGR of 29.8% between 2016 and 2022. The current marketplace is expected to be driven by the heavy demand for personalized location-based services. The commercialization of personalized location-based services is on the rise. The combination of location-based data and existing personal data creates rich and contextualized user experiences. In addition, the increased use of beacons and growing availability of spatial data & analytical tools further propels the growth of this market.

“Robust demand for BLE beacons based proximity marketing during the forecast period”

The high growth rate of the BLE-based market is attributed to its applications in multi-channel marketing and in product distribution in the retail industry. Bluetooth beacon manufacturers are developing software apps for beacons and also manufacturing beacon devices. This high growth is also attributed to the high investments in the technology by APAC countries such as China, India, and South Korea.

“North America and APAC are the major markets for proximity marketing”

North America held the largest share of the proximity marketing market in 2015. North America being technologically advanced and developed is a leading market for the cutting edge technology which is used in the advertisement sector. It is one of the largest contributors to IoT in the retail market owing to the retail revolution in the region. The increasing smartphone penetration, availability of mobile Internet, increasing use of mobile applications and mobile web, and introduction of 4G network by the carriers are some of the factors driving the proximity marketing market in North America.

APAC is one of the potential markets for proximity marketing globally and is expected to grow at the highest CAGR during the forecast period. The rising adoption of smartphones and mobile Internet in APAC would make proximity marketing an ideal communication channel to reach maximum customers.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of the profile of primary participants is given below:

By Company Type: Tier 1 – 34 %, Tier 2 – 20%, Tier 3 – 46%

By Designation: C-Level Executives – 69%, Director Level – 19%, Others – 12%

By Region: North America – 48%, Europe – 31%, APAC – 15%, RoW – 6%

Given the rising demand for Internet of Things (IoT), emergence of the cloud platform, high demand for mobile computing, and the trending social media, the proximity marketing market has a huge opportunity for expansion in the next five years.

The report profiles the key players in the proximity marketing market with their respective ranking analysis. The prominent players profiled in this report are Apple Inc. (U.S.), Google Inc. (U.S.), Microsoft Corporation (U.S.), Qualcomm Inc. (U.S.), Zebra Technologies Corporation (U.S.), Bluvision Inc. (U.S.), Estimote Inc. (U.S.), inMarket Media LLC (Italy), Proxama PLC (U.K.), ROXIMITY (U.S.), Shopkick Inc. (U.S.), Swirl Networks (U.S.), Unacast (U.S.), Foursquare Labs, Inc. (U.S.), and Scanbuy Inc. (U.S.).

Objective of the Study:

To define, describe, and forecast the proximity marketing market, in terms of

value, segmented on the basis of location, technology, software, services, and application

To define, describe, and forecast the proximity marketing market, in terms of value and volume, segmented on the basis of hardware.

To forecast the market size (in terms of value) for various segments with respect to four major regions: North America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW)

To provide detailed information regarding the major factors influencing the growth of the proximity marketing market (drivers, restraints, opportunities, and industry-specific challenges)

To strategically analyze the micromarkets with respect to individual growth trends, future prospects, and contribution to the total market

To analyze opportunities in the market for various stakeholders by identifying the high-growth segments of the proximity marketing market

To analyze the competitive environment prevailing in the market through the Porter's five forces analytical framework

To strategically profile the key players in the market and comprehensively analyze their market share and core competencies along with detailing the competitive landscape

To analyze strategic developments such as joint ventures, mergers & acquisitions, new product developments, and R&D in the proximity marketing market

Key Target Audience

Raw material and manufacturing equipment suppliers

Semiconductor foundries

Original equipment manufacturers (OEMs) (end-user application or electronic

product manufacturers)

Smart device manufacturers and network providers

ODM and OEM technology solution providers

Mobile content developers and aggregators

Mobile commerce and advertising companies

Research organizations

Technology standards organizations, forums, alliances, and associations

Technology investors and venture capitalists

Governments, financial institutions, and investment communities

Analysts and strategic business planners

End users

Scope of the Report:

The research report segments the proximity marketing market into the following submarkets:

By Location:

Indoor

Outdoor

By Technology:

Wi-Fi

BLE Beacon

Near Field Communication (NFC)

GPS Geofencing

Others

By Hardware:

Sensors

RFID Tags

Others

By Software:

Content Management System

Location Analytics

Context Accelerator and Geofencing

Others

By Service:

Consulting Services

Deployment & Integration Services

Application Support & Maintenance Services

By Application:

Retail & E-Commerce

Healthcare

Infrastructural

Media & Entertainment

Sports & Events

Museums

Transportation & Logistics

Hospitality

Banking, Financial Services, and Insurance (BFSI)

Other Applications

By Geography:

North America

U.S.

Canada

Mexico

Europe

U.K

Germany

France

Rest of Europe

Asia-Pacific (APAC)

China

Japan

India

South Korea

India

Rest of APAC

Rest of the World (RoW)

Middle East and Africa

South America

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

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 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET SHARE ESTIMATION
- 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.5 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR THE GROWTH OF THE PROXIMITY MARKETING MARKET
- 4.2 PROXIMITY MARKETING MARKET, BY LOCATION
- 4.3 SOFTWARE MARKET EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD IN THE PROXIMITY MARKETING MARKET
- 4.4 PROXIMITY MARKETING MARKET, BY SERVICE

4.5 NORTH AMERICA HELD A MAJOR SHARE OF THE OVERALL PROXIMITY MARKETING MARKET IN 2015

4.6 PROXIMITY MARKETING MARKET, BY APPLICATION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 BY LOCATION

5.2.2 BY TECHNOLOGY

5.2.3 BY HARDWARE

5.2.4 BY SOFTWARE

5.2.5 BY SERVICE

5.2.6 BY APPLICATION

5.2.7 BY GEOGRAPHY

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Increased focus on business intelligence (BI) and rising market competitiveness

5.3.1.2 Growing adoption of smartphones and proximity technology

5.3.1.3 Increasing technological advancements in location-based services

5.3.1.4 Increased use of beacons and growing availability of spatial data and analytical tools

5.3.2 RESTRAINTS

5.3.2.1 Concerns regarding security & privacy

5.3.2.2 Low awareness among end users and lack of expert workforce

5.3.3 OPPORTUNITIES

5.3.3.1 Rising demand for Internet of Things (IoT) and emergence of the cloud platform

5.3.3.2 High demand for mobile computing and trending social media

5.3.4 CHALLENGES

5.3.4.1 Challenges in understanding consumer behaviour

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 INTENSITY OF COMPETITIVE RIVALRY

- 6.3.2 THREAT OF SUBSTITUTES
- 6.3.3 BARGAINING POWER OF BUYERS
- 6.3.4 BARGAINING POWER OF SUPPLIERS
- 6.3.5 THREAT OF NEW ENTRANTS

7 MARKET, BY LOCATION

- 7.1 INTRODUCTION
- 7.2 INDOOR PROXIMITY MARKETING
- 7.3 OUTDOOR PROXIMITY MARKETING

8 MARKET, BY TECHNOLOGY

- 8.1 INTRODUCTION
- 8.2 WI-FI
- 8.3 BLE BEACONS
- 8.4 NEAR FIELD COMMUNICATION (NFC)
- 8.5 GPS GEOFENCING
- 8.6 OTHERS

9 MARKET, BY HARDWARE

- 9.1 INTRODUCTION
- 9.2 SENSORS
- 9.3 RFID TAGS
- 9.4 OTHERS

10 MARKET, BY SOFTWARE

- 10.1 INTRODUCTION
- 10.2 CONTENT MANAGEMENT SYSTEM
- 10.3 LOCATION ANALYTICS
- 10.4 CONTEXT ACCELERATOR AND GEOFENCING
- 10.5 OTHERS

11 MARKET, BY SERVICE

- 11.1 INTRODUCTION
- 11.2 CONSULTING SERVICES

11.3 DEPLOYMENT & INTEGRATION SERVICES

11.4 APPLICATION SUPPORT & MAINTENANCE SERVICES

12 MARKET, BY APPLICATION

12.1 INTRODUCTION

12.2 RETAIL AND E-COMMERCE

12.3 HEALTHCARE

12.4 INFRASTRUCTURAL

12.4.1 MEDIA AND ENTERTAINMENT

12.4.1.1 Sports and events

12.4.1.2 Museums

12.4.2 TRANSPORTATION AND LOGISTICS

12.4.3 HOSPITALITY

12.5 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)

12.6 OTHER APPLICATIONS

13 PROXIMITY MARKETING MARKET, BY GEOGRAPHY

13.1 INTRODUCTION

13.2 NORTH AMERICA

13.2.1 U.S.

13.2.2 CANADA

13.2.3 MEXICO

13.3 EUROPE

13.3.1 U.K.

13.3.2 GERMANY

13.3.3 FRANCE

13.3.4 REST OF EUROPE

13.4 ASIA-PACIFIC (APAC)

13.4.1 CHINA

13.4.2 JAPAN

13.4.3 INDIA

13.4.4 SOUTH KOREA

13.4.5 REST OF APAC

13.5 REST OF THE WORLD (ROW)

13.5.1 MIDDLE EAST & AFRICA

13.5.2 SOUTH AMERICA

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 MARKET RANKING ANALYSIS OF THE PROXIMITY MARKETING MARKET

14.3 COMPETITIVE SITUATION AND TRENDS

14.3.1 NEW PRODUCT LAUNCHES/NEW PRODUCT DEVELOPMENTS

14.3.2 PARTNERSHIPS & AGREEMENTS

14.3.3 EXPANSIONS, INVESTMENTS AND PATENTS

14.3.4 MERGERS & ACQUISITIONS

15 COMPANY PROFILES

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

15.1 INTRODUCTION

15.2 GOOGLE INC.

15.3 MICROSOFT CORPORATION

15.4 APPLE INC.

15.5 ZEBRA TECHNOLOGIES CORPORATION

15.6 QUALCOMM INC.

15.7 INMARKET LLC

15.8 SWIRL NETWORKS INC.

15.9 SHOPKICK

15.10 ESTIMOTE INC.

15.11 UNACAST

15.12 BLUVISION, INC.

15.13 ROXIMITY

15.14 PROXAMA PLC

15.15 SCANBUY INC.

*Details on Overview, Products and Services, Financials, Strategy & Development might not be Captured in case of Unlisted Companies.

16 APPENDIX

16.1 INSIGHTS OF INDUSTRY EXPERTS

16.2 DISCUSSION GUIDE

16.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

16.5 AVAILABLE CUSTOMIZATIONS

16.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 PROXIMITY MARKETING MARKET, BY TECHNOLOGY, 2013–2022 (USD BILLION)

Table 2 PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 3 PROXIMITY MARKETING MARKET, BY REGION, 2013–2022 (USD BILLION)

Table 4 QUANTIFICATION OF THE OVERALL PORTER'S ANALYSIS

Table 5 PROXIMITY MARKETING MARKET, BY LOCATION, 2013–2022 (USD BILLION)

Table 6 COMPARISON BETWEEN WI-FI, BLE AND NFC

Table 7 PROXIMITY MARKETING MARKET, BY TECHNOLOGY, 2013–2022 (USD BILLION)

Table 8 WI-FI-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 9 BLE BEACONS-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 10 NFC-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 11 GPS GEOFENCING-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 12 PROXIMITY MARKETING MARKET BASED ON OTHER TECHNOLOGIES, BY APPLICATION, 2013–2022 (USD BILLION)

Table 13 PROXIMITY MARKETING MARKET, BY TYPE, 2013–2022 (USD BILLION)

Table 14 PROXIMITY MARKETING MARKET, BY HARDWARE, 2013–2022 (USD BILLION)

Table 15 PROXIMITY MARKETING MARKET VOLUME, BY HARDWARE, 2013–2022 (MILLION UNITS)

Table 16 DIFFERENCE BETWEEN ACTIVE AND PASSIVE RFID TAGS

Table 17 PROXIMITY MARKETING MARKET, BY SOFTWARE, 2013–2022 (USD BILLION)

Table 18 PROXIMITY MARKETING MARKET, BY SERVICE, 2013–2022 (USD BILLION)

Table 19 PROXIMITY MARKETING MARKET, BY APPLICATION, 2013–2022 (USD BILLION)

Table 20 PROXIMITY MARKETING MARKET FOR RETAIL AND E-COMMERCE APPLICATION, BY REGION, 2013–2022 (USD MILLION)

Table 21 PROXIMITY MARKETING MARKET FOR RETAIL AND E-COMMERCE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD MILLION)

Table 22 PROXIMITY MARKETING MARKET FOR RETAIL AND E-COMMERCE APPLICATION IN EUROPE, BY COUNTRY, 2013–2022 (USD MILLION)

Table 23 PROXIMITY MARKETING MARKET FOR RETAIL AND E-COMMERCE APPLICATION IN APAC, BY COUNTRY, 2013–2022 (USD MILLION)

Table 24 PROXIMITY MARKETING MARKET FOR RETAIL AND E-COMMERCE APPLICATION IN ROW, BY REGION, 2013–2022 (USD MILLION)

Table 25 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2013–2022 (USD MILLION)

Table 26 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD MILLION)

Table 27 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION IN EUROPE, BY COUNTRY, 2013–2022 (USD MILLION)

Table 28 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION IN APAC, BY COUNTRY, 2013–2022 (USD MILLION)

Table 29 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION IN ROW, BY REGION, 2013–2022 (USD MILLION)

Table 30 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION, BY REGION, 2013–2022 (USD MILLION)

Table 31 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD MILLION)

Table 32 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION IN EUROPE, BY COUNTRY, 2013–2022 (USD MILLION)

Table 33 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION IN APAC, BY COUNTRY, 2013–2022 (USD MILLION)

Table 34 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION IN ROW, BY REGION, 2013–2022 (USD MILLION)

Table 35 PROXIMITY MARKETING MARKET FOR BFSI APPLICATION, BY REGION, 2013–2022 (USD MILLION)

Table 36 PROXIMITY MARKETING MARKET FOR BFSI APPLICATION IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD MILLION)

Table 37 PROXIMITY MARKETING MARKET FOR BFSI APPLICATION IN EUROPE, BY COUNTRY, 2013–2022 (USD MILLION)

Table 38 PROXIMITY MARKETING MARKET FOR THE BFSI APPLICATION IN APAC, BY COUNTRY, 2013–2022 (USD MILLION)

Table 39 PROXIMITY MARKETING MARKET FOR BFSI APPLICATION IN ROW, BY REGION, 2013–2022 (USD MILLION)

Table 40 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS, BY

REGION, 2013–2022 (USD MILLION)

Table 41 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD MILLION)

Table 42 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS IN EUROPE, BY COUNTRY, 2013–2022 (USD MILLION)

Table 43 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS IN APAC, BY COUNTRY, 2013–2022 (USD MILLION)

Table 44 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS IN ROW, BY REGION, 2013–2022 (USD MILLION)

Table 45 PROXIMITY MARKETING MARKET, BY REGION, 2013–2022 (USD BILLION)

Table 46 PROXIMITY MARKETING MARKET IN NORTH AMERICA, BY COUNTRY, 2013–2022 (USD BILLION)

Table 47 PROXIMITY MARKETING MARKET IN NORTH AMERICA, BY APPLICATION, 2013–2022 (USD MILLION)

Table 48 PROXIMITY MARKETING MARKET IN U.S., BY APPLICATION, 2013–2022 (USD MILLION)

Table 49 PROXIMITY MARKETING MARKET IN CANADA, BY APPLICATION, 2013–2022 (USD MILLION)

Table 50 PROXIMITY MARKETING MARKET IN MEXICO, BY APPLICATION, 2013–2022 (USD MILLION)

Table 51 PROXIMITY MARKETING MARKET IN EUROPE, BY COUNTRY, 2013–2022 (USD BILLION)

Table 52 PROXIMITY MARKETING MARKET IN EUROPE, BY APPLICATION, 2013–2022 (USD MILLION)

Table 53 PROXIMITY MARKETING MARKET IN U.K., BY APPLICATION, 2013–2022 (USD MILLION)

Table 54 PROXIMITY MARKETING MARKET IN GERMANY, BY APPLICATION, 2013–2022 (USD MILLION)

Table 55 PROXIMITY MARKETING MARKET IN FRANCE, BY APPLICATION, 2013–2022 (USD MILLION)

Table 56 PROXIMITY MARKETING MARKET IN REST OF EUROPE, BY APPLICATION, 2013–2022 (USD MILLION)

Table 57 PROXIMITY MARKETING MARKET IN APAC, BY COUNTRY, 2013–2022 (USD BILLION)

Table 58 PROXIMITY MARKETING MARKET IN APAC, BY APPLICATION, 2013–2022 (USD MILLION)

Table 59 PROXIMITY MARKETING MARKET IN CHINA, BY APPLICATION, 2013–2022 (USD MILLION)

Table 60 PROXIMITY MARKETING MARKET IN JAPAN, BY APPLICATION,
2013–2022 (USD MILLION)

Table 61 PROXIMITY MARKETING MARKET IN INDIA, BY APPLICATION, 2013–2022
(USD MILLION)

Table 62 PROXIMITY MARKETING MARKET IN SOUTH KOREA, BY APPLICATION,
2013–2022 (USD MILLION)

Table 63 PROXIMITY MARKETING MARKET IN REST OF APAC, BY APPLICATION,
2013–2022 (USD MILLION)

Table 64 PROXIMITY MARKETING MARKET IN ROW, BY REGION, 2013–2022 (USD
BILLION)

Table 65 PROXIMITY MARKETING MARKET IN ROW, BY APPLICATION, 2013–2022
(USD MILLION)

Table 66 PROXIMITY MARKETING MARKET IN MIDDLE EAST & AFRICA, BY
APPLICATION, 2013–2022 (USD MILLION)

Table 67 PROXIMITY MARKETING MARKET IN SOUTH AMERICA, BY
APPLICATION, 2013–2022 (USD MILLION)

Table 68 NEW PRODUCT LAUNCHES

Table 69 PARTNERSHIPS, CONTRACTS, AGREEMENTS, AND JOINT VENTURES

Table 70 EXPANSIONS, INVESTMENTS, AND PATENTS

Table 71 MERGERS & ACQUISITIONS

List Of Figures

LIST OF FIGURES

Figure 1 MARKET SEGMENTATION

Figure 2 PROXIMITY MARKETING MARKET: RESEARCH DESIGN

Figure 3 PROCESS FLOW OF MARKET SIZE ESTIMATION

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 DATA TRIANGULATION

Figure 7 PROXIMITY MARKETING MARKET, 2013–2022 (USD BILLION)

Figure 8 PROXIMITY MARKETING MARKET, BY TYPE, 2016 VS. 2022 (USD BILLION)

Figure 9 PROXIMITY MARKETING MARKET, BY TECHNOLOGY, 2013–2022 (USD BILLION)

Figure 10 PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 11 APAC MARKET EXPECTED TO GROW AT THE HIGHEST CAGR BETWEEN 2016 AND 2022

Figure 12 PROXIMITY MARKETING MARKET EXPECTED TO EXHIBIT HIGH GROWTH BETWEEN 2016 AND 2022

Figure 13 INDOOR PROXIMITY MARKETING HELD THE LARGEST MARKET SHARE IN 2015

Figure 14 LOCATION ANALYTICS SOFTWARE EXPECTED TO EXHIBIT THE HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 15 DEPLOYMENT AND INTEGRATION SERVICES EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 16 APAC EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 17 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION EXPECTED TO GROW AT THE HIGHEST CAGR BETWEEN 2016 AND 2022

Figure 18 PROXIMITY MARKETING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 19 VALUE CHAIN ANALYSIS: PROXIMITY MARKETING MARKET

Figure 20 PORTER'S FIVE FORCES ANALYSIS, 2015

Figure 21 PROXIMITY MARKETING MARKET: PORTER'S FIVE FORCES ANALYSIS (2015)

Figure 22 HIGH IMPACT OF INTENSITY OF COMPETITIVE RIVALRY IN THE

PROXIMITY MARKETING MARKET IN 2015

Figure 23 LOW IMPACT OF THREAT OF SUBSTITUTES IN THE PROXIMITY MARKETING MARKET IN 2015

Figure 24 HIGH IMPACT OF THE BARGAINING POWER OF BUYERS IN THE PROXIMITY MARKETING MARKET IN 2015

Figure 25 MEDIUM IMPACT OF BARGAINING POWER OF SUPPLIERS IN THE PROXIMITY MARKETING MARKET IN 2015

Figure 26 HIGH IMPACT OF THE THREAT OF NEW ENTRANTS HIGH IN THE PROXIMITY MARKETING MARKET IN 2015

Figure 27 PROXIMITY MARKETING MARKET, BY LOCATION, 2016 VS. 2022 (USD BILLION)

Figure 28 BLE BEACONS-BASED PROXIMITY MARKETING EXPECTED TO GROW AT THE HIGHEST CAGR IN THE PROXIMITY MARKETING MARKET

Figure 29 WI-FI-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 30 BLE BEACONS-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 31 NFC-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 32 TYPES OF GEOFENCING ACTION TRIGGERS

Figure 33 GPS GEOFENCING-BASED PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 34 PROXIMITY MARKETING MARKET BASED ON OTHER TECHNOLOGIES, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 35 PROXIMITY MARKETING MARKET, BY TYPE, 2016 VS. 2022 (USD BILLION)

Figure 36 PROXIMITY MARKETING MARKET, BY HARDWARE, 2016 VS. 2022 (USD BILLION)

Figure 37 PROXIMITY MARKETING MARKET, BY SOFTWARE, 2016 VS. 2022 (USD BILLION)

Figure 38 PROXIMITY MARKETING MARKET, BY SERVICE, 2016 VS. 2022 (USD BILLION)

Figure 39 APPLICATIONS OF PROXIMITY MARKETING MARKET

Figure 40 PROXIMITY MARKETING MARKET, BY APPLICATION, 2016 VS. 2022 (USD BILLION)

Figure 41 PROXIMITY MARKETING MARKET IN RETAIL AND E-COMMERCE APPLICATION, BY REGION, 2016 VS. 2022 (USD MILLION)

Figure 42 PROXIMITY MARKETING MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2016 VS. 2022 (USD MILLION)

Figure 43 DIFFERENT MEDIA AND ENTERTAINMENT APPLICATIONS IN THE PROXIMITY MARKETING MARKET

Figure 44 PROXIMITY MARKETING MARKET FOR INFRASTRUCTURAL APPLICATION, BY REGION, 2016 VS. 2022 (USD MILLION)

Figure 45 PROXIMITY MARKETING MARKET FOR BFSI APPLICATION, BY REGION, 2016 VS. 2022 (USD MILLION)

Figure 46 PROXIMITY MARKETING MARKET FOR OTHER APPLICATIONS, BY REGION, 2016 VS. 2022 (USD MILLION)

Figure 47 PROXIMITY MARKETING MARKET, BY GEOGRAPHY

Figure 48 GEOGRAPHIC SNAPSHOT OF PROXIMITY MARKETING MARKET: RAPIDLY GROWING MARKETS EMERGING AS NEW HOTSPOTS

Figure 49 APAC EXPECTED TO REGISTER THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

Figure 50 PROXIMITY MARKETING MARKET, BY REGION, 2016 VS. 2022 (USD BILLION)

Figure 51 U.S. HELD A MAJOR SHARE OF THE NORTH AMERICAN PROXIMITY MARKETING MARKET IN 2015

Figure 52 PROXIMITY MARKETING MARKET IN NORTH AMERICA, BY COUNTRY, 2016 VS. 2022 (USD BILLION)

Figure 53 PROXIMITY MARKETING MARKET IN NORTH AMERICA, BY APPLICATION, 2016 VS. 2022 (USD MILLION)

Figure 54 PROXIMITY MARKETING MARKET IN EUROPE, BY COUNTRY, 2016 VS. 2022 (USD BILLION)

Figure 55 PROXIMITY MARKETING MARKET IN EUROPE, BY APPLICATION, 2016 VS. 2022 (USD MILLION)

Figure 56 SNAPSHOT OF THE PROXIMITY MARKETING MARKET IN APAC (CHINA—THE MOST LUCRATIVE MARKET IN 2015)

Figure 57 PROXIMITY MARKETING MARKET IN APAC, BY COUNTRY, 2016 VS. 2022 (USD BILLION)

Figure 58 PROXIMITY MARKETING MARKET IN APAC, BY APPLICATION, 2016 VS. 2022 (USD MILLION)

Figure 59 PROXIMITY MARKETING MARKET IN ROW, BY REGION, 2016 VS. 2022 (USD BILLION)

Figure 60 PROXIMITY MARKETING MARKET IN ROW, BY APPLICATION, 2016 VS. 2022 (USD MILLION)

Figure 61 COMPANIES ADOPTED NEW PRODUCT DEVELOPMENTS AND PARTNERSHIPS & AGREEMENTS AS THE KEY GROWTH STRATEGIES BETWEEN 2013 AND 2015

Figure 62 ZEBRA TECHNOLOGIES CORPORATION GREW AT THE HIGHEST RATE

BETWEEN 2013 AND 2015

Figure 63 KEY PLAYER MARKET RANKING, 2015

Figure 64 MARKET EVOLUTION FRAMEWORK—STRATEGY OF PARTNERSHIPS AND AGREEMENTS FUELED GROWTH AND INNOVATION IN THE PROXIMITY MARKETING MARKET BETWEEN 2013 AND 2015

Figure 65 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCHES AND PARTNERSHIPS & AGREEMENTS WERE THE KEY STRATEGIES BETWEEN 2013 AND 2015

Figure 66 GEOGRAPHIC REVENUE MIX OF THE TOP 5 PROXIMITY MARKETING MARKET PLAYERS

Figure 67 GOOGLE INC.: COMPANY SNAPSHOT

Figure 68 GOOGLE INC.: SWOT ANALYSIS

Figure 69 MICROSOFT CORPORATION: COMPANY SNAPSHOT

Figure 70 MICROSOFT CORPORATION: SWOT ANALYSIS

Figure 71 APPLE INC.: COMPANY SNAPSHOT

Figure 72 APPLE INC.: SWOT ANALYSIS

Figure 73 ZEBRA TECHNOLOGIES CORPORATION:COMPANY SNAPSHOT

Figure 74 ZEBRA TECHNOLOGIES CORPORATION: SWOT ANALYSIS

Figure 75 QUALCOMM INC. COMPANY SNAPSHOT

Figure 76 PROXAMA PLC: COMPANY SNAPSHOT

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