

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

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