

Micro-Location Technology Market by Application (Asset Management, Proximity Marketing), Technology (BLE, UWB, Wi-Fi, RFID), Offering, Vertical (Retail and Hospitality, Healthcare, Industrial, Transportation, Sports), & Geography - Global Forecast to 2024

<https://marketpublishers.com/r/MEE786395CFEN.html>

Date: April 2019

Pages: 183

Price: US\$ 5,650.00 (Single User License)

ID: MEE786395CFEN

Abstracts

“Micro-location technology market to grow at 19.4% CAGR during 2019–2024”

The micro-location technology market is projected to grow from USD 14.1 billion in 2019 to USD 34.1 billion by 2024 at a CAGR of 19.4%. Increasing importance of asset management across different industries; rise in the use of location-based mobile advertisement; high return on investment; growing adoption of mobile devices; inefficiency of GPS in indoor premises; and necessity to deliver unique customer experience in retail and hospitality are driving the growth of the micro-location technology market. However, the concerns regarding security and privacy, and the growing trend of e-commerce in the retail sector is restraining the growth of micro-location technology market.

“Proximity marketing to hold larger share of micro-location technology market during forecast period”

The micro-location technology market based on application has been segmented into asset management and proximity marketing. The proximity marketing application is expected to hold a larger share of the market during the forecast period. It is gaining traction among retailers as it enables them to send special offers to their customers when they come within a certain proximity of their outlet. Proximity marketing is the

perfect way to target exact audiences, and it is expected to be widely accepted by marketers in the coming years.

“BLE to register highest CAGR in micro-location technology market for proximity marketing during forecast period”

BLE is expected to register the highest CAGR in the micro-location technology market for proximity marketing during the forecast period. High growth of this technology is attributed to the high use of BLE-based solutions in multi-channel marketing and product distribution in the retail sector. BLE offers similar communication as Classic Bluetooth, with the added advantage of low power consumption, low cost, and small size. BLE, which is considered as the future of consumer engagement in retail, has great implications in IoT as it seamlessly connects with gateways and other wireless devices, smartphones, and tablets acting as an Internet gateway.

“Healthcare to hold largest share in micro-location technology market for asset management during forecast period”

The largest market share of the healthcare vertical is attributed to the early adoption of RTLS for a wide range of applications in this sector, especially in the US. Safety of patients, and security of electronic health records and valuable assets have also resulted in higher demand for micro-location solutions in healthcare. Micro-location systems not only allow accurate and faster tracking of clinical equipment, patients, and personnel but also provide enhanced infant and patient security.

“North America held largest share of micro-location technology market in 2018”

North America held the largest share of the micro-location technology market in 2018, followed by Europe. The region, being technologically advanced and developed, is a leading the market for cutting-edge technologies that are used in micro-location solutions for asset tracking and proximity marketing applications. It is one of the largest contributors to the micro-location technology market for asset management in healthcare owing to the healthcare revolution in the region. With the increasing adoption of micro-location solutions for various purposes, increasing use of mobile applications and mobile web is the factor leading to high growth of micro-location solutions for proximity marketing in North America

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have

been conducted with people holding key positions across several regions. The breakup of the profiles of primary participants has been given below:

By Company Type: Tier 1 – 10%, Tier 2 – 35%, and Tier 3 – 55%

By Designation: C-Level Executives – 50%, Directors – 25%, and Others – 25%

By Region: North America – 45%, Europe – 30%, APAC – 20%, and RoW- 5%

The major players in the micro-location technology market are Cisco Systems (US), Aruba Networks (US), Humatics Corporation (US), Estimote (US), Ruckus Networks (US), Zebra Technologies (US), CenTrak (US), Ubisense (UK), Camco Technologies (Belgium), and Siemens (Germany) are key players in the market. Decawave (Ireland), Apple (US), Google (US), Redpine Signals (US), Visible Assets (US), Gimbal (Mobile Majority) (US), Bluvision (HID Global Corporation) (US), BlueCats (Australia), Sewio Networks (Czech Republic), and Kontakt.io (US).

Research Coverage:

The report defines, describes, and forecasts the micro-location technology market on the basis of application, offering, technology, vertical and geography. It provides detailed information regarding drivers, restraints, opportunities, and challenges, which are the major factors influencing the growth of the micro-location technology market. It also analyzes the competitive growth strategies such as partnerships, collaborations, contracts, joint ventures, acquisitions and expansions, and product launches and developments implemented by key players to grow in the market.

Reasons to Buy Report:

Illustrative segmentation, analysis, and forecast pertaining to the micro-location technology market based on application, offering, technology, vertical, and geography have been conducted to provide an overall view of the micro-location technology market.

Major drivers, restraints, opportunities, and challenges for the market have been detailed in this report.

The report includes a detailed competitive landscape of the key players in the

market and their revenues.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 GEOGRAPHIC SCOPE
 - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primaries
 - 2.1.2.2 Key Industry Insights
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR MICRO-LOCATION TECHNOLOGY MARKET
- 4.2 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY
- 4.3 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY VERTICAL
- 4.4 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY VERTICAL
- 4.5 MICRO-LOCATION TECHNOLOGY MARKET, BY GEOGRAPHY

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

- 5.2.1.1 Inefficiency of GPS in indoor premises
- 5.2.1.2 Growing adoption of mobile devices
- 5.2.1.3 Necessity to deliver unique customer experience in retail and hospitality
- 5.2.1.4 High return on investment
- 5.2.1.5 Rise in use of location-based mobile advertisement
- 5.2.1.6 Increasing importance of asset management across different industries

5.2.2 RESTRAINTS

- 5.2.2.1 Concerns regarding security and privacy
- 5.2.2.2 Growing trend of e-commerce in retail sector

5.2.3 OPPORTUNITIES

- 5.2.3.1 Focus on Industry 4.0, IoT, and smart manufacturing
- 5.2.3.2 Emergence of new applications, and untapped opportunities in APAC and

RoW

- 5.2.3.3 Growing demand for location analytics in robotics

5.2.4 CHALLENGES

- 5.2.4.1 Lack of interoperability
- 5.2.4.2 High competition in market
- 5.2.4.3 Providing energy-efficient and high-performance solutions at low cost
- 5.2.4.4 Sophisticated deployment and maintenance requirements

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

- 6.2.1 ELECTRONICS AND COMPONENT PROVIDERS
- 6.2.2 CONNECTIVITY TECHNOLOGY DEVELOPERS
- 6.2.3 HARDWARE AND SOFTWARE PROVIDERS
- 6.2.4 SYSTEM INTEGRATION AND SERVICES

6.3 KEY TRENDS

- 6.3.1 SMART CITIES AND AUTONOMOUS VEHICLES
- 6.3.2 USE-CASES

7 MICRO-LOCATION TECHNOLOGY MARKET, BY APPLICATION

7.1 INTRODUCTION

7.2 ASSET MANAGEMENT

7.2.1 ASSET MANAGEMENT APPLICATION TO GROW AT HIGHER CAGR IN MICRO-LOCATION TECHNOLOGY MARKET DURING FORECAST PERIOD

7.3 PROXIMITY MARKETING

7.3.1 PROXIMITY MARKETING TO CAPTURE MAJOR SHARE IN MICRO-LOCATION TECHNOLOGY MARKET DURING FORECAST PERIOD

8 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT

8.1 INTRODUCTION

8.2 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING

8.2.1 HARDWARE

8.2.1.1 Tags/badges

8.2.1.2 Readers/trackers/access points

8.2.1.3 Others

8.2.2 SOFTWARE

8.2.2.1 UWB to exhibit highest growth in micro-location software market for asset management during forecast period

8.2.3 SERVICES

8.2.3.1 Services segment to witness highest CAGR in micro-location technology market for asset management during forecast period

8.3 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY

8.3.1 ULTRA-WIDEBAND (UWB)

8.3.1.1 UWB to dominate micro-location technology market for asset management during forecast period

8.3.2 ULTRASOUND

8.3.2.1 Hardware to occupy major share of ultrasound-based micro-location technology market during forecast period

8.3.3 IR

8.3.3.1 Hardware to hold major size of IR-based micro-location technology market for asset management by 2024

8.3.4 RFID

8.3.4.1 Services to exhibit highest CAGR in RFID-based micro-location technology market for asset management during forecast period

8.3.5 OTHERS

8.3.5.1 Others include major technologies like magnetic, RuBee, ZigBee, and BLE
8.4 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY VERTICAL

8.4.1 INDUSTRIAL

8.4.1.1 North America to hold major share of micro-location technology market for industrial asset management during forecast period

8.4.2 HEALTHCARE

8.4.2.1 APAC to witness highest CAGR in micro-location technology market for healthcare asset management during forecast period

8.4.3 TRANSPORTATION AND LOGISTICS

8.4.3.1 UWB to exhibit highest growth in micro-location technology market for transportation and logistics during forecast period

8.4.4 RETAIL AND E-COMMERCE

8.4.4.1 APAC to exhibit highest CAGR in micro-location technology market for retail and e-commerce asset management during forecast period

8.4.5 GOVERNMENT, DEFENSE, AND PUBLIC

8.4.5.1 North America to account for major share in micro-location technology market in government, defense, and public segment during forecast period

8.4.6 OTHERS

8.4.6.1 APAC to grow with highest CAGR in other verticals during forecast period

9 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING

9.1 INTRODUCTION

9.2 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY OFFERING

9.2.1 HARDWARE

9.2.1.1 BLE-based hardware to grow at highest CAGR in micro-location technology market for proximity marketing during forecast period

9.2.2 SOFTWARE

9.2.2.1 BLE-based software to exhibit highest growth in micro-location technology market for proximity marketing during forecast period

9.2.3 SERVICES

9.2.3.1 Services segment to grow at the highest CAGR in micro-location technology market for proximity marketing during forecast period

9.3 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY

9.3.1 BLE

9.3.1.1 Software segment to boost BLE-based micro-location technology market for

proximity marketing during forecast period

9.3.2 WI-FI

9.3.2.1 WI-FI-based services to grow with highest CAGR in micro-location technology market for proximity marketing during forecast period

9.3.3 OTHERS

9.3.3.1 NFC expected to be major technology in other segment during forecast period

9.4 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY VERTICAL

9.4.1 RETAIL AND HOSPITALITY

9.4.1.1 BLE to dominate micro-location technology market for proximity marketing in retail and hospitality segment during forecast period

9.4.2 SPORTS AND ENTERTAINMENT

9.4.2.1 Major adoption of BLE-based micro-location technology solutions is expected in sports and entertainment segment for proximity marketing during forecast period

9.4.3 TRANSPORTATION

9.4.3.1 APAC to witness highest CAGR in micro-location technology market for proximity marketing in transportation during forecast period

9.4.4 HEALTHCARE

9.4.4.1 BLE-based micro-location technology solutions for proximity marketing to define healthcare segment during forecast period

9.4.5 BFSI

9.4.5.1 APAC to witness highest CAGR in micro-location technology market for proximity marketing in BFSI segment during forecast period

9.4.6 OTHERS

9.4.6.1 Automotive, real estate, and education expected to be major verticals in others segment during forecast period

10 GEOGRAPHIC ANALYSIS

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 US

10.2.1.1 US to hold major share of micro-location technology market in North America during the forecast period

10.2.2 CANADA

10.2.2.1 Canada to grow with highest CAGR in micro-location technology market in North America during forecast period

10.2.3 MEXICO

10.2.3.1 Development in industrial vertical to create demand for micro-location

solutions in Mexico

10.3 EUROPE

10.3.1 UK

10.3.1.1 Healthcare and retail sectors to drive growth of micro-location technology market in UK

10.3.2 GERMANY

10.3.2.1 High demand for micro-location solutions in automotive and industrial verticals to drive micro-location technology market in Germany

10.3.3 FRANCE

10.3.3.1 Aerospace, retail, transportation, and automotive sectors to create demand for micro-location solutions in France

10.3.4 REST OF EUROPE

10.3.4.1 Healthcare sector to contribute major share in micro-location technology market in Rest of Europe

10.4 APAC

10.4.1 CHINA

10.4.1.1 China to witness highest CAGR in micro-location technology market during forecast period

10.4.2 JAPAN

10.4.2.1 Rapid penetration of micro-location solutions in automotive and healthcare sector to be major growth driver in Japan

10.4.3 AUSTRALIA

10.4.3.1 Australia to witness rapid growth in market for healthcare and mining industries during forecast period

10.4.4 SOUTH KOREA

10.4.4.1 Industrial sector to create demand for micro-location solutions in South Korea

10.4.5 REST OF APAC

10.4.5.1 Growth of industrial manufacturing and healthcare sector to fuel micro-location technology market in Rest of APAC

10.5 REST OF THE WORLD

10.5.1 MIDDLE EAST

10.5.1.1 Oil & gas sectors to drive the growth of micro-location technology market in Middle East

10.5.2 AFRICA

10.5.2.1 Africa to witness demand for micro-location technology solutions in mining industry

10.5.3 SOUTH AMERICA

10.5.3.1 South America to witness high growth in micro-location technology market

on the back of retail sector

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 RANKING ANALYSIS: MICRO-LOCATION TECHNOLOGY MARKET PLAYERS

11.3 COMPETITIVE LEADERSHIP MAPPING

11.3.1 VISIONARY LEADERS

11.3.2 DYNAMIC DIFFERENTIATORS

11.3.3 INNOVATORS

11.3.4 EMERGING COMPANIES

11.4 STRENGTH OF PRODUCT PORTFOLIO

11.5 BUSINESS STRATEGY EXCELLENCE

11.6 COMPETITIVE SITUATIONS AND TRENDS: MICRO-LOCATION TECHNOLOGY MARKET

11.6.1 PRODUCT LAUNCHES AND DEVELOPMENTS

11.6.2 PARTNERSHIPS, COLLABORATIONS, CONTRACTS, & JVS

11.6.3 ACQUISITIONS & EXPANSIONS

12 COMPANY PROFILES

12.1 INTRODUCTION

(Business overview, Products offered, Recent developments, MNM view, SWOT analysis)*

12.2 KEY PLAYERS

12.2.1 CISCO SYSTEMS

12.2.2 ARUBA NETWORKS (HP ENTERPRISE)

12.2.3 HUMATICS CORPORATION

12.2.4 ESTIMOTE

12.2.5 RUCKUS NETWORKS

12.2.6 ZEBRA TECHNOLOGIES

12.2.7 CENTRAK

12.2.8 UBISENSE GROUP

12.2.9 CAMCO TECHNOLOGIES

12.2.10 SIEMENS (AGILION)

12.3 KEY INNOVATORS

12.3.1 DECAWAVE

12.3.2 APPLE

12.3.3 GOOGLE

12.3.4 REDPINE SIGNALS

12.3.5 VISIBLE ASSETS

12.4 OTHER IMPORTANT PLAYERS

12.4.1 GIMBAL (MOBILE MAJORITY)

12.4.2 BLUVISION (HID GLOBAL CORPORATION)

12.4.3 BLUECATS

12.4.4 SEWIO NETWORKS

12.4.5 KONTAKT.IO, INC.

*Business overview, Products offered, Recent developments, MNM view, SWOT analysis might not be captured in case of unlisted companies.

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

13.3 AVAILABLE CUSTOMIZATION

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 COMPARISON OF MICRO-LOCATION TAGS/BATCHES BASED ON DIFFERENT TECHNOLOGIES

TABLE 2 USE-CASES OF MICRO-LOCATION IN DIFFERENT VERTICALS

TABLE 3 MICRO-LOCATION TECHNOLOGY MARKET, BY APPLICATION, 2016—2024 (USD BILLION)

TABLE 4 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 5 MICRO-LOCATION HARDWARE MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 6 MICRO-LOCATION SOFTWARE MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 7 MICRO-LOCATION SERVICES MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 8 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 9 UWB-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 10 ULTRASOUND-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 11 IR-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 12 RFID-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 13 OTHERS-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 14 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 15 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN INDUSTRIAL, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 16 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN INDUSTRIAL, BY REGION, 2016–2024 (USD MILLION)

TABLE 17 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN HEALTHCARE, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 18 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN HEALTHCARE, BY REGION, 2016–2024 (USD MILLION)

TABLE 19 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN TRANSPORTATION AND LOGISTICS, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 20 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN TRANSPORTATION AND LOGISTICS, BY REGION, 2016–2024 (USD MILLION)

TABLE 21 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN RETAIL AND E-COMMERCE, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 22 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN RETAIL AND E-COMMERCE, BY REGION, 2016–2024 (USD MILLION)

TABLE 23 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN GOVERNMENT, DEFENSE, AND PUBLIC SECTOR, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 24 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN GOVERNMENT, DEFENSE, AND PUBLIC SECTOR, BY REGION, 2016–2024 (USD MILLION)

TABLE 25 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN OTHERS, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 26 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT IN OTHERS, BY REGION, 2016–2024 (USD MILLION)

TABLE 27 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 28 MICRO-LOCATION HARDWARE MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 29 MICRO-LOCATION SOFTWARE MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 30 MICRO-LOCATION SERVICES MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 31 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 32 BLE-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 33 MICRO-LOCATION TECHNOLOGY MARKET FOR WI-FI-BASED PROXIMITY MARKETING, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 34 OTHER-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY OFFERING, 2016–2024 (USD MILLION)

TABLE 35 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 36 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN RETAIL AND HOSPITALITY, BY TECHNOLOGY, 2016–2024 (USD

MILLION)

TABLE 37 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN RETAIL AND HOSPITALITY, BY REGION, 2016–2024 (USD MILLION)

TABLE 38 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN SPORTS AND ENTERTAINMENT, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 39 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN SPORTS AND ENTERTAINMENT, BY REGION, 2016–2024 (USD MILLION)

TABLE 40 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN TRANSPORTATION, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 41 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN TRANSPORTATION, BY REGION, 2016–2024 (USD MILLION)

TABLE 42 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN HEALTHCARE, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 43 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN HEALTHCARE, BY REGION, 2016–2024 (USD MILLION)

TABLE 44 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN BFSI, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 45 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN BFSI, BY REGION, 2016–2024 (USD MILLION)

TABLE 46 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN OTHERS, BY TECHNOLOGY, 2016–2024 (USD MILLION)

TABLE 47 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING IN OTHERS, BY REGION, 2016–2024 (USD MILLION)

TABLE 48 MICRO-LOCATION TECHNOLOGY MARKET, BY REGION, 2016–2024 (USD MILLION)

TABLE 49 MICRO-LOCATION TECHNOLOGY MARKET IN NORTH AMERICA, BY APPLICATION, 2016–2024 (USD MILLION)

TABLE 50 MICRO-LOCATION TECHNOLOGY MARKET IN NORTH AMERICA FOR ASSET MANAGEMENT, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 51 MICRO-LOCATION TECHNOLOGY MARKET IN NORTH AMERICA FOR PROXIMITY MARKETING, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 52 MICRO-LOCATION TECHNOLOGY MARKET IN NORTH AMERICA, BY COUNTRY, 2016–2024 (USD MILLION)

TABLE 53 MICRO-LOCATION TECHNOLOGY MARKET IN EUROPE, BY APPLICATION, 2016–2024 (USD MILLION)

TABLE 54 MICRO-LOCATION TECHNOLOGY MARKET IN EUROPE FOR ASSET

MANAGEMENT, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 55 MICRO-LOCATION TECHNOLOGY MARKET IN EUROPE FOR PROXIMITY MARKETING, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 56 MICRO-LOCATION TECHNOLOGY MARKET IN EUROPE, BY COUNTRY, 2016–2024 (USD MILLION)

TABLE 57 MICRO-LOCATION TECHNOLOGY MARKET IN APAC, BY APPLICATION, 2016–2024 (USD MILLION)

TABLE 58 MICRO-LOCATION TECHNOLOGY MARKET IN APAC FOR ASSET MANAGEMENT, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 59 MICRO-LOCATION TECHNOLOGY MARKET IN APAC FOR PROXIMITY MARKETING, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 60 MICRO-LOCATION TECHNOLOGY MARKET IN APAC, BY COUNTRY, 2016–2024 (USD MILLION)

TABLE 61 MICRO-LOCATION TECHNOLOGY MARKET IN ROW, BY APPLICATION, 2016–2024 (USD MILLION)

TABLE 62 MICRO-LOCATION TECHNOLOGY MARKET IN ROW FOR ASSET MANAGEMENT, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 63 MICRO-LOCATION TECHNOLOGY MARKET IN ROW FOR PROXIMITY MARKETING, BY VERTICAL, 2016–2024 (USD MILLION)

TABLE 64 MICRO-LOCATION TECHNOLOGY MARKET IN ROW, BY REGION, 2016–2024 (USD MILLION)

List Of Figures

LIST OF FIGURES

- FIGURE 1 MICRO-LOCATION TECHNOLOGY MARKET: MARKET SEGMENTATION
- FIGURE 2 MICRO-LOCATION TECHNOLOGY MARKET: PROCESS FLOW OF MARKET SIZE ESTIMATION
- FIGURE 3 MICRO-LOCATION TECHNOLOGY MARKET: RESEARCH DESIGN
- FIGURE 4 KEY DATA FROM SECONDARY SOURCES
- FIGURE 5 BOTTOM-UP APPROACH TO ARRIVE AT MARKET SIZE
- FIGURE 6 TOP-DOWN APPROACH TO ARRIVE AT MARKET SIZE
- FIGURE 7 DATA TRIANGULATION
- FIGURE 8 ASSUMPTIONS OF RESEARCH STUDY
- FIGURE 9 GLOBAL MICRO-LOCATION TECHNOLOGY MARKET, 2016–2024 (USD BILLION)
- FIGURE 10 UWB TO REGISTER HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD.
- FIGURE 11 SERVICES TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
- FIGURE 12 RETAIL AND HOSPITALITY TO DOMINATE MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, IN TERMS OF SIZE, DURING FORECAST PERIOD
- FIGURE 13 HEALTHCARE TO HOLD LARGEST SIZE OF MICRO-LOCATION TECHNOLOGY FOR ASSET MANAGEMENT DURING FORECAST PERIOD
- FIGURE 14 MICRO-LOCATION TECHNOLOGY MARKET IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
- FIGURE 15 MICRO-LOCATION TECHNOLOGY MARKET TO WITNESS HIGH GROWTH DURING FORECAST PERIOD
- FIGURE 16 BLE TO HOLD LARGEST SIZE OF MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD
- FIGURE 17 RETAIL AND HOSPITALITY TO BE LARGEST SHAREHOLDER IN MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD
- FIGURE 18 INDUSTRIAL VERTICAL TO REGISTER HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY FOR ASSET MANAGEMENT DURING FORECAST PERIOD
- FIGURE 19 CHINA TO REGISTER HIGHEST CAGR AMONG MAJOR COUNTRIES IN MICRO-LOCATION TECHNOLOGY MARKET DURING FORECAST PERIOD

FIGURE 20 GROWING ADOPTION OF MOBILE DEVICES AND INEFFICIENCY OF GPS IN INDOOR PREMISES ARE MAJOR DRIVES FOR MICRO-LOCATION TECHNOLOGY MARKET GROWTH

FIGURE 21 INDUSTRIAL REVOLUTION

FIGURE 22 MICRO-LOCATION TECHNOLOGY MARKET: COMPETITION AMONG LARGE VS START-UP/SMALL PLAYERS

FIGURE 23 FOCUS OF COMPANIES IN GLOBAL MICRO-LOCATION TECHNOLOGY MARKET, BY TECHNOLOGY, 2018

FIGURE 24 PRICE COMPARISON OF LOCATION TAGS, BY TECHNOLOGY, 2018

FIGURE 25 TRADE-OFF BETWEEN OPERATING RANGE AND ACCURACY

FIGURE 26 MICRO-LOCATION TECHNOLOGY MARKET: VALUE CHAIN ANALYSIS

FIGURE 27 SMART CITIES MARKET, BY TYPE (USD BILLION)

FIGURE 28 AUTONOMOUS VEHICLES SHIPMENTS, BY REGION (THOUSAND UNITS)

FIGURE 29 MICRO-LOCATION TECHNOLOGY MARKET, BY APPLICATION

FIGURE 30 SEGMENTATION OF MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT

FIGURE 31 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY OFFERING

FIGURE 32 HARDWARE TO HOLD LARGEST SIZE OF MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 33 UWB TO EXHIBIT HIGHEST GROWTH IN MICRO-LOCATION SOFTWARE MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 34 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY TECHNOLOGY

FIGURE 35 UWB TO DOMINATE MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 36 HARDWARE SEGMENT TO HOLD LARGEST SIZE OF UWB-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT BY 2024

FIGURE 37 SERVICES TO REGISTER HIGHEST CAGR IN ULTRASOUND-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 38 HARDWARE TO HOLD LARGEST SIZE OF IR-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT BY 2024

FIGURE 39 SERVICES TO EXHIBIT HIGHEST CAGR IN RFID-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 40 SERVICES TO WITNESS HIGHEST CAGR IN OTHERS-BASED MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING

FORECAST PERIOD

FIGURE 41 MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT, BY VERTICAL

FIGURE 42 INDUSTRIAL TO REGISTER HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 43 ROW TO WITNESS HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR INDUSTRIAL ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 44 MICRO-LOCATION TECHNOLOGY MARKET FOR HEALTHCARE ASSET MANAGEMENT IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 45 APAC TO WITNESS HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR TRANSPORTATION AND LOGISTICS ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 46 APAC TO EXHIBIT HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR RETAIL AND E-COMMERCE ASSET MANAGEMENT DURING FORECAST PERIOD

FIGURE 47 MICRO-LOCATION TECHNOLOGY MARKET FOR GOVERNMENT, DEFENSE, AND PUBLIC ASSET MANAGEMENT IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 48 SEGMENTATION OF MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING

FIGURE 49 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY OFFERING

FIGURE 50 SOFTWARE TO HOLD LARGEST SIZE OF MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD

FIGURE 51 BLE-BASED HARDWARE TO GROW AT HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD

FIGURE 52 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY TECHNOLOGY

FIGURE 53 BLE TO EXHIBIT HIGHEST CAGR IN MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD

FIGURE 54 MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING, BY VERTICAL

FIGURE 55 RETAIL AND HOSPITALITY TO BE LARGEST SHAREHOLDER IN MICRO-LOCATION TECHNOLOGY MARKET FOR PROXIMITY MARKETING DURING FORECAST PERIOD

FIGURE 56 MICRO-LOCATION TECHNOLOGY MARKET, BY GEOGRAPHY
FIGURE 57 MICRO-LOCATION TECHNOLOGY MARKET IN APAC COUNTRIES TO GROW AT HIGH CAGR DURING FORECAST PERIOD
FIGURE 58 APAC TO DOMINATE MICRO-LOCATION TECHNOLOGY MARKET BY 2024
FIGURE 59 NORTH AMERICA: MICRO-LOCATION TECHNOLOGY MARKET SNAPSHOT
FIGURE 60 EUROPE: MICRO-LOCATION TECHNOLOGY MARKET SNAPSHOT
FIGURE 61 APAC: MICRO-LOCATION TECHNOLOGY MARKET SNAPSHOT
FIGURE 62 KEY DEVELOPMENTS BY LEADING PLAYERS IN MICRO-LOCATION TECHNOLOGY MARKET DURING 2015–2018
FIGURE 63 KEY PLAYER RANKING, 2018
FIGURE 64 MICRO-LOCATION TECHNOLOGY MARKET (GLOBAL) COMPETITIVE LEADERSHIP MAPPING, 2018
FIGURE 65 CISCO SYSTEMS: COMPANY SNAPSHOT
FIGURE 66 HEWLETT PACKARD ENTERPRISE (HPE): COMPANY SNAPSHOT
FIGURE 67 ZEBRA TECHNOLOGIES: COMPANY SNAPSHOT
FIGURE 68 UBISENSE GROUP: COMPANY SNAPSHOT
FIGURE 69 SIEMENS: COMPANY SNAPSHOT

I would like to order

Product name: Micro-Location Technology Market by Application (Asset Management, Proximity Marketing), Technology (BLE, UWB, Wi-Fi, RFID), Offering, Vertical (Retail and Hospitality, Healthcare, Industrial, Transportation, Sports), & Geography - Global Forecast to 2024

Product link: <https://marketpublishers.com/r/MEE786395CFEN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MEE786395CFEN.html>