

# **People Counting System Market by Type (Unidirectional, Bidirectional), Technology (Infrared Beam, Thermal Imaging, Video Based), Hardware (Thermal Cameras, Infrared Sensors, Fixed Cameras, Fixed Dome Cameras), Software, End User - Global Forecast to 2028**

<https://marketpublishers.com/r/PA43C4C3565EN.html>

Date: April 2023

Pages: 237

Price: US\$ 4,950.00 (Single User License)

ID: PA43C4C3565EN

## **Abstracts**

The global people counting system market size is expected to grow from USD 1.1 billion in 2023 to USD 2.0 billion by 2028, at a CAGR of 12.9%. The key factors driving the people counting system market growth are surging installation of people counting systems in retail stores, libraries, and transportation hubs and increasing adoption of people counting system to track marketing effectiveness.

“Software segment hold the considerable share of people counting system during the forecast period”

People counting systems operate with software and offer real-time analysis of visitor traffic and footfall activity at several locations, such as retail stores, shopping malls, airports, corporate buildings, and museums, which is increasing its demand. These software solutions process raw data from people counting hardware and generate reports, which offer key insights based on pre-defined operation matrices to help business owners make more efficient business decisions.

“Bidirectional segment to hold highest growth rate from 2023-2028”

In 2022, the bidirectional segment held a larger share of the people counting system market and is expected to hold largest CAGR during the forecast period. The

bidirectional people counting systems are highly in demand by end users such as retail stores, supermarkets, shopping malls, transport hubs, corporate offices, and hospitality facilities to avoid congestion and deploy the staff effectively. Furthermore, bidirectional people counting systems can be integrated with several technologies, such as infrared beam, thermal imaging, and video-based, making them suitable for several people counting applications.

“Video based segment is estimated to grow at a highest CAGR during the forecast period”

The video based segment is expected to grow at the highest CAGR of more than 14% from 2023 to 2028. This is mainly because of their ability to provide accurate count of visitors when compared to other technologies. Besides, these people counting systems are mainly utilized for real-time people traffic measurement by using a combined system of hardware and software. These systems help capture and analyze data as well as identify different ways to improve operational efficiency.

“Transportation segment holds the second-largest share of people counting system market in 2022”

People counting systems are widely used in the transportation sector to monitor passenger traffic in various modes of transportation, such as buses, trains, airports, and subways. These systems help transportation companies optimize their fleet management, improve customer service, and make informed decisions based on passenger data. The growth of the segment is attributed to the increase in the adoption of people counting system by transportation facilities in order to improve the traveling experience of customers.

Asia Pacific is expected to capture the largest market growth rate during the forecast period

Asia Pacific is expected hold the largest CAGR of the global people counting system market from 2023-2028. The Asia Pacific comprises a diverse range of economies with varying levels of development and the presence of various manufacturers. The growth of the people counting system market in this region is attributed to the growing population, rapid urbanization, and increasing GDP of emerging markets. Also, the rapid expansion of domestic and international enterprises fuels the growth of the people counting system market.

The break-up of the profiles of primary participants for the report has been given below:

By Company Type: Tier 1 = 52%, Tier 2 = 31%, and Tier 3 = 17%

By Designation: C-Level Executives = 47%, Directors = 31%, and Others= 22%

By Region: North America = 37%, Europe = 28%, Asia Pacific = 31%, and RoW = 04%

Major players operating in the people counting system market include Axis Communications AB (Sweden), iris-GmbH infrared & intelligent sensors (Germany), VIVOTEK Inc. (Taiwan), RETAILNEXT, INC. (US), Hangzhou Hikvision Digital Technology Co., Ltd. (China), V-Count (UK), Eurotech (Italy), and Irisys (InfraRed Integrated Systems Ltd) (UK), among others.

#### Research Coverage:

The research report on the global people counting system market covers the market based on mounting platform, offering, type, technology, end user, and region. Based on mounting platform, the market has been segmented into ceiling, wall, and floor. Based on offering, the market has been segmented into hardware and software. Hardware segment is further segregated into thermal cameras, infrared sensors, fixed cameras, fixed dome cameras, pan-tilt-zoom cameras. Based on type, the market has been segmented into unidirectional and bidirectional. Based on technology, the market has been segmented into infrared beam, thermal imaging, video based, and others. Video based is further segregated into 2D, 3D, and 4D. Based on end user, the market has been segmented into retail, transportation, corporate, hospitality, banking, healthcare, sports and entertainment, and others. The report covers four major regions, namely, North America, Europe, Asia Pacific (APAC), and Rest of the World (RoW).

#### Key Benefits of Buying the Report:

The report will help market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall people counting system market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers,

restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rising installation of people counting systems in libraries, retail stores, and transportation hubs. Increasing adoption of people counting systems to track marketing effectiveness), restraints (Growing privacy threats owing to installation of video-based people counters. Rapid growth of e-commerce industry), opportunities (Integration of 4D technology into video-based people counters. Growing installation of people counting systems in workspaces.), and challenges (Differential store metrics limit effectiveness of video-based counters) influencing the growth of the people counting system market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the people counting system market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the people counting system market across varied regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the people counting system market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like Axis Communications AB (Sweden), iris-GmbH infrared & intelligent sensors (Germany), VIVOTEK Inc. (Taiwan), RETAILNEXT, INC. (US), and Hangzhou Hikvision Digital Technology Co., Ltd. (China), among others in the people counting system market

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS AND EXCLUSIONS

#### 1.3 STUDY SCOPE

##### 1.3.1 MARKETS COVERED

#### FIGURE 1 PEOPLE COUNTING SYSTEM MARKET: SEGMENTATION

##### 1.3.2 GEOGRAPHIC SCOPE

##### 1.3.3 YEARS CONSIDERED

#### 1.4 CURRENCY CONSIDERED

#### 1.5 LIMITATIONS

#### 1.6 STAKEHOLDERS

#### 1.7 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 2 PEOPLE COUNTING SYSTEM MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY AND PRIMARY RESEARCH

##### 2.1.2 SECONDARY DATA

###### 2.1.2.1 Major secondary sources

###### 2.1.2.2 Key data from secondary sources

##### 2.1.3 PRIMARY DATA

###### 2.1.3.1 Primary interviews with experts

###### 2.1.3.2 Key data from primary sources

###### 2.1.3.3 Key industry insights

###### 2.1.3.4 Breakdown of primaries

#### 2.2 MARKET SIZE ESTIMATION

#### FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH (SUPPLY-SIDE): REVENUE GENERATED THROUGH SALES OF PRODUCTS/SOLUTIONS/SERVICES PERTAINING TO PEOPLE COUNTING SYSTEMS

##### 2.2.1 BOTTOM-UP APPROACH

###### 2.2.1.1 Approach to arrive at market size using bottom-up analysis

#### FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

##### 2.2.2 TOP-DOWN APPROACH

2.2.2.1 Approach to capture market size using top-down analysis

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

2.3 DATA TRIANGULATION

FIGURE 6 PEOPLE COUNTING SYSTEM MARKET: DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS AND LIMITATIONS

FIGURE 7 RESEARCH ASSUMPTIONS AND LIMITATIONS

2.5 RECESSION IMPACT ANALYSIS

2.6 LIMITATIONS AND RISK ASSESSMENT

TABLE 1 LIMITATIONS AND ASSOCIATED RISKS

### **3 EXECUTIVE SUMMARY**

FIGURE 8 BIDIRECTIONAL SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD

FIGURE 9 VIDEO-BASED PEOPLE COUNTING SYSTEMS TO HOLD LARGEST MARKET SIZE IN 2023

FIGURE 10 HARDWARE SEGMENT DOMINATED PEOPLE COUNTING SYSTEM MARKET IN 2023

FIGURE 11 RETAIL SEGMENT WITNESSED HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 12 PEOPLE COUNTING SYSTEM MARKET IN ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

3.1 IMPACT OF RECESSION

FIGURE 13 GDP GROWTH PROJECTIONS FOR MAJOR ECONOMIES UNTIL 2023

FIGURE 14 IMPACT OF UPCOMING RECESSION ON GLOBAL PEOPLE COUNTING SYSTEM MARKET

### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE GROWTH OPPORTUNITIES FOR MARKET PLAYERS

FIGURE 15 INCREASING FOCUS OF RETAILERS ON PUBLIC SAFETY TO DRIVE IMPLEMENTATION OF PEOPLE COUNTING SYSTEMS

4.2 PEOPLE COUNTING SYSTEM MARKET, BY TYPE

FIGURE 16 PEOPLE COUNTING SYSTEM MARKET FOR BIDIRECTIONAL SEGMENT TO HOLD LARGER SHARE IN 2023

4.3 PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY

FIGURE 17 VIDEO-BASED TECHNOLOGY TO WITNESS HIGHEST CAGR IN MARKET DURING FORECAST PERIOD

4.4 PEOPLE COUNTING SYSTEM MARKET, BY OFFERING

FIGURE 18 HARDWARE SEGMENT TO DOMINATE PEOPLE COUNTING SYSTEM MARKET IN 2023

4.5 PEOPLE COUNTING SYSTEM MARKET, BY END USER

FIGURE 19 RETAIL SEGMENT TO WITNESS HIGHEST CAGR IN MARKET DURING FORECAST PERIOD

4.6 PEOPLE COUNTING SYSTEM MARKET, BY REGION

FIGURE 20 ASIA PACIFIC TO WITNESS HIGHEST CAGR IN PEOPLE COUNTING SYSTEM MARKET DURING FORECAST PERIOD

## **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 21 GLOBAL PEOPLE COUNTING SYSTEM MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Rising installation of people counting systems in libraries, retail stores, and transportation hubs

5.2.1.2 Increasing adoption of people counting systems to track marketing effectiveness

FIGURE 22 WORLDWIDE RETAIL INDUSTRY SALES, 2018–2021 (USD BILLION)

FIGURE 23 IMPACT OF DRIVERS ON PEOPLE COUNTING SYSTEM MARKET

5.2.2 RESTRAINTS

5.2.2.1 Growing privacy threats owing to installation of video-based people counters

5.2.2.2 Rapid growth of e-commerce industry

FIGURE 24 IMPACT OF RESTRAINTS ON PEOPLE COUNTING SYSTEM MARKET

5.2.3 OPPORTUNITIES

5.2.3.1 Integration of 4D technology into video-based people counters

5.2.3.2 Growing installation of people counting systems in workspaces

FIGURE 25 IMPACT OF OPPORTUNITIES ON PEOPLE COUNTING SYSTEM MARKET

5.2.4 CHALLENGES

5.2.4.1 Differential store metrics limit effectiveness of video-based counters

FIGURE 26 IMPACT OF CHALLENGES ON PEOPLE COUNTING SYSTEM MARKET

5.3 VALUE CHAIN ANALYSIS

FIGURE 27 VALUE CHAIN ANALYSIS: PEOPLE COUNTING SYSTEM MARKET

5.4 ECOSYSTEM ANALYSIS

FIGURE 28 ECOSYSTEM OF PEOPLE COUNTING SYSTEMS

TABLE 2 PEOPLE COUNTING SYSTEM ECOSYSTEM

5.5 PRICING ANALYSIS



## 5.6 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

### FIGURE 29 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

## 5.7 TECHNOLOGY ANALYSIS

### 5.7.1 ARTIFICIAL INTELLIGENCE

### 5.7.2 INTERNET OF THINGS

## 5.8 PORTER'S FIVE FORCES ANALYSIS

### FIGURE 30 PEOPLE COUNTING SYSTEM MARKET: PORTER'S FIVE FORCES ANALYSIS (2022)

#### 5.8.1 THREAT OF NEW ENTRANTS

#### 5.8.2 THREAT OF SUBSTITUTES

#### 5.8.3 BARGAINING POWER OF SUPPLIERS

#### 5.8.4 BARGAINING POWER OF BUYERS

#### 5.8.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.9 CASE STUDY ANALYSIS

### 5.9.1 CALZEDONIA INCORPORATED CUSTOMER COUNTING INTO ITS KPI STRATEGY

### 5.9.2 TRAF-SYS AIDED HARLEY-DAVIDSON IN EMPLOYING PEOPLE COUNTING TECHNOLOGY AT ITS FACILITY

### 5.9.3 IPSOS RETAIL PERFORMANCE INSTALLED SHOPPER COUNT AND OCCUPANCY TO MEASURE FOOTFALL AT PIECE HALL

### 5.9.4 IRISYS (INFRARED INTEGRATED SYSTEMS LTD) DELIVERED PEOPLE COUNTING SYSTEMS TO WESTFIELD STRATFORD

### 5.9.5 FOOTFALLCAM PROVIDED PEOPLE COUNTING SYSTEM TO BONMARCH?

## 5.10 TRADE ANALYSIS

### FIGURE 31 IMPORT DATA FOR HS CODE 847141 FOR KEY COUNTRIES, 2017–2021 (USD MILLION)

### FIGURE 32 EXPORT DATA FOR HS CODE 847141 FOR KEY COUNTRIES, 2017–2021 (USD MILLION)

## 5.11 PATENT ANALYSIS

### FIGURE 33 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS DURING LAST 10 YEARS

### FIGURE 34 NUMBER OF PATENTS GRANTED PER YEAR FROM 2011 TO 2021

### TABLE 3 TOP 20 PATENT OWNERS IN LAST 10 YEARS

### TABLE 4 TOP 20 PATENTS GRANTED IN LAST 10 YEARS

## 5.12 TARIFF AND REGULATORY LANDSCAPE

### 5.12.1 TARIFFS

### 5.12.2 REGULATORY COMPLIANCE

#### 5.12.2.1 Regulations

#### 5.12.2.2 Standards



## **6 PEOPLE COUNTING SYSTEM MARKET, BY MOUNTING PLATFORM**

### 6.1 INTRODUCTION

#### FIGURE 35 MOUNTING PLATFORMS

### 6.2 CEILING

#### 6.2.1 HIGH ACCURACY TO ACCOUNT FOR MARKET GROWTH

### 6.3 WALL

#### 6.3.1 COST-EFFECTIVENESS AND LONG-LASTING NATURE OF WALL-MOUNTED PLATFORMS TO DRIVE ADOPTION

### 6.4 FLOOR

#### 6.4.1 HIGH FEASIBILITY OF FLOOR-MOUNTED SYSTEMS IN WIDE ENTRANCES TO SUPPORT USAGE

## **7 PEOPLE COUNTING SYSTEM MARKET, BY OFFERING**

### 7.1 INTRODUCTION

#### FIGURE 36 PEOPLE COUNTING SYSTEM MARKET, BY OFFERING

#### FIGURE 37 HARDWARE SEGMENT DOMINATED PEOPLE COUNTING SYSTEM MARKET DURING FORECAST PERIOD

#### TABLE 5 PEOPLE COUNTING SYSTEM MARKET, BY OFFERING, 2019–2022 (USD MILLION)

#### TABLE 6 PEOPLE COUNTING SYSTEM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

### 7.2 HARDWARE

#### 7.2.1 THERMAL CAMERAS

7.2.1.1 Growing integration of thermal cameras for low-visibility applications to boost market

#### 7.2.2 INFRARED SENSORS

7.2.2.1 Ease of installation and low cost to drive adoption

#### 7.2.3 FIXED CAMERAS

7.2.3.1 Rising utilization of fixed camera-based systems in residential buildings to support market

#### 7.2.4 FIXED DOME CAMERAS

7.2.4.1 Growing usage in supermarkets to propel market

#### 7.2.5 PAN-TILT-ZOOM CAMERAS

7.2.5.1 Growing integration of pan-tilt-zoom cameras to provide detailed view of large areas

### 7.3 SOFTWARE

7.3.1 ABILITY TO PROVIDE PRE-DEFINED OPERATION METRICS TO SUPPORT DEMAND GROWTH

## **8 PEOPLE COUNTING SYSTEM MARKET, BY TYPE**

### 8.1 INTRODUCTION

FIGURE 38 PEOPLE COUNTING SYSTEM MARKET, BY TYPE

FIGURE 39 BIDIRECTIONAL SEGMENT TO HOLD LARGER SHARE OF PEOPLE COUNTING SYSTEM MARKET IN 2023

TABLE 7 PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 8 PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

### 8.2 UNIDIRECTIONAL

8.2.1 BENEFITS OF UNIDIRECTIONAL SYSTEMS TO PROPEL END-USER ADOPTION

TABLE 9 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 10 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 11 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 12 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

TABLE 13 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 14 UNIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

### 8.3 BIDIRECTIONAL

8.3.1 INTEGRATION WITH HIGH-END ANALYTICS TO BOOST ADOPTION OF BIDIRECTIONAL SYSTEMS

FIGURE 40 BASIC WORKING PRINCIPLE OF BIDIRECTIONAL PEOPLE COUNTING SYSTEMS

TABLE 15 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 16 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 17 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 18 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

TABLE 19 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 20 BIDIRECTIONAL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

## **9 PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY**

### **9.1 INTRODUCTION**

FIGURE 41 PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY

FIGURE 42 VIDEO-BASED TECHNOLOGY TO DOMINATE PEOPLE COUNTING SYSTEM MARKET IN 2023

TABLE 21 PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 22 PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

### **9.2 INFRARED BEAM**

9.2.1 GROWING ADOPTION OF INFRARED BEAM SYSTEMS BY SMES TO BOOST MARKET

TABLE 23 INFRARED BEAM: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 24 INFRARED BEAM: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 25 INFRARED BEAM: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 26 INFRARED BEAM: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

### **9.3 THERMAL IMAGING**

9.3.1 EASE OF TRACKING ACROSS MULTIPLE DIRECTIONS TO DRIVE ADOPTION

TABLE 27 THERMAL IMAGING: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 28 THERMAL IMAGING: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 29 THERMAL IMAGING: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 30 THERMAL IMAGING: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

## 9.4 VIDEO BASED

### 9.4.1 2D

9.4.1.1 Growing use of 2D video-based systems for counting lesser traffic to ensure growth

### 9.4.2 3D

9.4.2.1 Broadening applications of 3D video-based system to favor market

### 9.4.3 4D

9.4.3.1 Technological advancements to boost applications of 4D systems

TABLE 31 VIDEO BASED: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 32 VIDEO BASED: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 33 VIDEO BASED: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 34 VIDEO BASED: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

## 9.5 OTHERS

TABLE 35 OTHER TECHNOLOGIES: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 36 OTHER TECHNOLOGIES: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 37 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 38 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

## 10 PEOPLE COUNTING SYSTEM MARKET, BY END USER

### 10.1 INTRODUCTION

FIGURE 43 PEOPLE COUNTING SYSTEM MARKET, BY END USER

FIGURE 44 RETAIL SEGMENT TO RECORD HIGHEST CAGR IN PEOPLE COUNTING SYSTEM MARKET DURING FORECAST PERIOD

TABLE 39 PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 40 PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

### 10.2 RETAIL

10.2.1 INCREASING DEPLOYMENT OF PEOPLE COUNTING SYSTEMS FOR RETAIL STORES, SUPERMARKETS, AND MALLS TO BOOST MARKET

TABLE 41 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 42 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 43 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 44 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 45 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 46 RETAIL: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

### 10.3 TRANSPORTATION

10.3.1 GROWING DEMAND IN TRANSPORTATION FOR FLEET MANAGEMENT OPTIMIZATION TO DRIVE MARKET

TABLE 47 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 48 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 49 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 50 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 51 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 52 TRANSPORTATION: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

### 10.4 CORPORATE

10.4.1 RISING ADOPTION OF PEOPLE COUNTING SYSTEMS IN CORPORATE OUTFITS TO PROPEL MARKET

TABLE 53 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 54 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 55 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 56 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 57 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY REGION,

2019–2022 (USD MILLION)

TABLE 58 CORPORATE: PEOPLE COUNTING SYSTEM MARKET, BY REGION,  
2023–2028 (USD MILLION)

10.5 HOSPITALITY

10.5.1 INCREASING DEMAND IN HOSPITALITY SECTOR FOR QUEUE  
MANAGEMENT, SECURITY, AND HEAT MAP ANALYSIS TO FUEL MARKET

TABLE 59 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY TYPE,  
2019–2022 (USD MILLION)

TABLE 60 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY TYPE,  
2023–2028 (USD MILLION)

TABLE 61 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY  
TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 62 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY  
TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 63 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY REGION,  
2019–2022 (USD MILLION)

TABLE 64 HOSPITALITY: PEOPLE COUNTING SYSTEM MARKET, BY REGION,  
2023–2028 (USD MILLION)

10.6 BANKING

10.6.1 RISING FOCUS ON ENHANCING CUSTOMER EXPERIENCE AND  
OCCUPANCY MANAGEMENT TO DRIVE DEMAND

TABLE 65 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022  
(USD MILLION)

TABLE 66 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028  
(USD MILLION)

TABLE 67 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY,  
2019–2022 (USD MILLION)

TABLE 68 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY,  
2023–2028 (USD MILLION)

TABLE 69 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY REGION,  
2019–2022 (USD MILLION)

TABLE 70 BANKING: PEOPLE COUNTING SYSTEM MARKET, BY REGION,  
2023–2028 (USD MILLION)

10.7 HEALTHCARE

10.7.1 GROWING NEED TO DETERMINE PATIENT WAITING PERIODS, AVERAGE  
PATIENT ROOMS IN USE, AND STAFF-TO-PATIENT RATIO TO ENHANCE MARKET  
GROWTH

TABLE 71 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE,  
2019–2022 (USD MILLION)



TABLE 72 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 73 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 74 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 75 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 76 HEALTHCARE: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

## 10.8 SPORTS AND ENTERTAINMENT

10.8.1 INCREASING REQUIREMENTS FOR CROWD MANAGEMENT AND HIGH SECURITY IN SPORTS AND ENTERTAINMENT TO FUEL MARKET

TABLE 77 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 78 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 79 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 80 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 81 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 82 SPORTS AND ENTERTAINMENT: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

## 10.9 OTHERS

TABLE 83 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 84 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 85 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 86 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 87 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 88 OTHERS: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)



## 11 PEOPLE COUNTING SYSTEM MARKET, BY REGION

### 11.1 INTRODUCTION

FIGURE 45 PEOPLE COUNTING SYSTEM MARKET, BY REGION

FIGURE 46 GEOGRAPHIC SNAPSHOT OF PEOPLE COUNTING SYSTEM MARKET, 2023–2028

TABLE 89 PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 90 PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

### 11.2 NORTH AMERICA

FIGURE 47 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET SNAPSHOT

FIGURE 48 US DOMINATED NORTH AMERICAN PEOPLE COUNTING SYSTEM MARKET IN 2023

TABLE 91 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 92 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 93 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 94 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 95 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 96 NORTH AMERICA: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

#### 11.2.1 US

11.2.1.1 Rising contribution of retail stores toward country's GDP to fuel market

#### 11.2.2 CANADA

11.2.2.1 Increasing demand for people counting systems from retail and transportation industries to drive market

#### 11.2.3 MEXICO

11.2.3.1 Substantial increase in number of modern retail stores in Mexico to propel market

### 11.3 EUROPE

FIGURE 49 EUROPE: PEOPLE COUNTING SYSTEM MARKET SNAPSHOT

FIGURE 50 GERMANY TO CONTINUE TO DOMINATE PEOPLE COUNTING SYSTEM MARKET IN EUROPE DURING FORECAST PERIOD

TABLE 97 EUROPE: PEOPLE COUNTING SYSTEM, BY COUNTRY, 2019–2022 (USD MILLION)

MILLION)

TABLE 98 EUROPE: PEOPLE COUNTING SYSTEM, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 99 EUROPE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 100 EUROPE: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 101 EUROPE: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 102 EUROPE: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

#### 11.3.1 GERMANY

11.3.1.1 Rising developments in people counting systems by manufacturers to boost market

#### 11.3.2 UK

11.3.2.1 Rising system deployment in transportation to support market

#### 11.3.3 FRANCE

11.3.3.1 Increasing installation of people counting systems in public transit to drive market

#### 11.3.4 ITALY

11.3.4.1 Growing retail and transportation industries to catalyze market growth

#### 11.3.5 REST OF EUROPE

### 11.4 ASIA PACIFIC

FIGURE 51 APAC PACIFIC: PEOPLE COUNTING SYSTEM MARKET SNAPSHOT

FIGURE 52 CHINA TO DOMINATE PEOPLE COUNTING SYSTEM MARKET IN ASIA PACIFIC DURING FORECAST PERIOD

TABLE 103 ASIA PACIFIC: PEOPLE COUNTING SYSTEM, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 104 ASIA PACIFIC: PEOPLE COUNTING SYSTEM, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 105 ASIA PACIFIC: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 106 ASIA PACIFIC: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 107 ASIA PACIFIC: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 108 ASIA PACIFIC: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

#### 11.4.1 JAPAN

11.4.1.1 Highly efficient railway services to fuel market

11.4.2 CHINA

11.4.2.1 China to witness highest growth rate in market during forecast period

11.4.3 INDIA

11.4.3.1 Rising retail investments to drive market

11.4.4 AUSTRALIA

11.4.4.1 Growing investments in transportation and retail to augment market opportunities

11.4.5 REST OF ASIA PACIFIC

11.5 ROW

FIGURE 53 MIDDLE EAST & AFRICA TO HOLD LARGEST MARKET SHARE OVER FORECAST PERIOD

TABLE 109 ROW: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 110 ROW: PEOPLE COUNTING SYSTEM MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 111 ROW: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 112 ROW: PEOPLE COUNTING SYSTEM MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 113 ROW: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 114 ROW: PEOPLE COUNTING SYSTEM MARKET, BY END USER, 2023–2028 (USD MILLION)

11.5.1 MIDDLE EAST AND AFRICA

11.5.1.1 Increasing number of entertainment centers to drive market

11.5.2 SOUTH AMERICA

11.5.2.1 Rising installation of people counting systems at transportation hubs to boost market

## 12 COMPETITIVE LANDSCAPE

12.1 INTRODUCTION

TABLE 115 KEY DEVELOPMENTS IN PEOPLE COUNTING SYSTEM MARKET (2019–2023)

12.2 REVENUE ANALYSIS OF TOP COMPANIES

FIGURE 54 REVENUE ANALYSIS (2021)

12.3 MARKET SHARE ANALYSIS OF TOP PLAYERS, 2022

FIGURE 55 SHARE OF MAJOR PLAYERS IN PEOPLE COUNTING SYSTEM

MARKET, 2022

TABLE 116 DEGREE OF COMPETITION

12.4 COMPANY EVALUATION QUADRANT, 2022

12.4.1 STARS

12.4.2 EMERGING LEADERS

12.4.3 PERVASIVE PLAYERS

12.4.4 PARTICIPANTS

FIGURE 56 COMPANY EVALUATION QUADRANT, 2022

12.5 SME EVALUATION QUADRANT, 2022

12.5.1 PROGRESSIVE COMPANIES

12.5.2 RESPONSIVE COMPANIES

12.5.3 DYNAMIC COMPANIES

12.5.4 STARTING BLOCKS

FIGURE 57 SME EVALUATION QUADRANT, 2022

12.6 COMPANY FOOTPRINT

TABLE 117 COMPANY OFFERING FOOTPRINT

TABLE 118 COMPANY END-USER FOOTPRINT

TABLE 119 COMPANY REGION FOOTPRINT

TABLE 120 COMPANY FOOTPRINT

12.7 COMPETITIVE SCENARIOS

12.7.1 PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 121 PRODUCT LAUNCHES & DEVELOPMENTS, MARCH 2019–NOVEMBER 2022

12.7.2 DEALS

TABLE 122 DEALS, JANUARY 2019– JANUARY 2023

12.7.3 OTHERS

TABLE 123 OTHERS, FEBRUARY 2019

## **13 COMPANY PROFILES**

(Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))\*

13.1 KEY PLAYERS

13.1.1 AXIS COMMUNICATIONS AB

TABLE 124 AXIS COMMUNICATIONS AB: COMPANY OVERVIEW

FIGURE 58 AXIS COMMUNICATIONS AB: COMPANY SNAPSHOT

13.1.2 AXIOMATIC TECHNOLOGY LTD.

TABLE 125 AXIOMATIC TECHNOLOGY LTD.: COMPANY OVERVIEW

### 13.1.3 DILAX INTELCOM GMBH

TABLE 126 DILAX INTELCOM GMBH: COMPANY OVERVIEW

### 13.1.4 EUROTECH

TABLE 127 EUROTECH: COMPANY OVERVIEW

FIGURE 59 EUROTECH: COMPANY SNAPSHOT

### 13.1.5 FOOTFALLCAM

TABLE 128 FOOTFALLCAM: COMPANY OVERVIEW

### 13.1.6 HANGZHOU HIKVISION DIGITAL TECHNOLOGY CO., LTD.

TABLE 129 HANGZHOU HIKVISION DIGITAL TECHNOLOGY CO., LTD.:  
COMPANY OVERVIEW

FIGURE 60 HANGZHOU HIKVISION DIGITAL TECHNOLOGY CO., LTD.:  
COMPANY SNAPSHOT

### 13.1.7 HELLA AGLAIA MOBILE VISION GMBH

TABLE 130 HELLA AGLAIA MOBILE VISION GMBH: COMPANY OVERVIEW

### 13.1.8 IEE SMART SENSING SOLUTIONS

TABLE 131 IEE SMART SENSING SOLUTIONS: COMPANY OVERVIEW

### 13.1.9 IRIS-GMBH INFRARED & INTELLIGENT SENSORS

TABLE 132 IRIS-GMBH INFRARED & INTELLIGENT SENSORS: COMPANY  
OVERVIEW

### 13.1.10 IRISYS (INFRARED INTEGRATED SYSTEMS LTD)

TABLE 133 INFRARED INTEGRATED SYSTEMS LTD: COMPANY OVERVIEW

### 13.1.11 RETAILNEXT, INC.

TABLE 134 RETAILNEXT: COMPANY OVERVIEW

### 13.1.12 SENSMAX LTD

TABLE 135 SENSMAX LTD: COMPANY OVERVIEW

### 13.1.13 SENSORMATIC SOLUTIONS

TABLE 136 SENSORMATIC SOLUTIONS: COMPANY OVERVIEW

### 13.1.14 VIVOTEK INC.

TABLE 137 VIVOTEK INC.: COMPANY OVERVIEW

FIGURE 61 VIVOTEK INC.: COMPANY SNAPSHOT

### 13.1.15 V-COUNT

TABLE 138 V-COUNT: COMPANY OVERVIEW

## 13.2 OTHER KEY PLAYERS

### 13.2.1 CLEVER DEVICES LTD.

### 13.2.2 COUNTWISE

### 13.2.3 DELOPT

### 13.2.4 DENSITY

### 13.2.5 INFODEV ELECTRONIC DESIGNERS INTERNATIONAL INC.

### 13.2.6 INKRYPTIS AI

13.2.7 SENSOURCE

13.2.8 TELEDYNE TECHNOLOGIES INCORPORATED

13.2.9 TRAF-SYS

13.2.10 XOVIS AG

\*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

## **14 ADJACENT & RELATED MARKETS**

14.1 INTRODUCTION

14.2 LIMITATIONS

14.3 VIDEO SURVEILLANCE MARKET, BY SYSTEM

14.3.1 INTRODUCTION

TABLE 139 VIDEO SURVEILLANCE MARKET, BY SYSTEM, 2018–2021 (USD MILLION)

TABLE 140 VIDEO SURVEILLANCE MARKET, BY SYSTEM, 2022–2027 (USD MILLION)

14.3.2 ANALOG VIDEO SURVEILLANCE SYSTEMS

14.3.2.1 Analog surveillance systems comprise analog cameras and DVRS

FIGURE 62 BLOCK DIAGRAM OF ANALOG VIDEO SURVEILLANCE SYSTEM

14.3.3 IP VIDEO SURVEILLANCE SYSTEMS

14.3.3.1 IP video surveillance systems offer enhanced security and better resolution

FIGURE 63 BLOCK DIAGRAM OF IP VIDEO SURVEILLANCE SYSTEM

14.3.4 HYBRID VIDEO SURVEILLANCE SYSTEMS

14.3.4.1 Hybrid video surveillance systems support both analog and IP network cameras

## **15 APPENDIX**

15.1 INSIGHTS OF INDUSTRY EXPERTS

15.2 DISCUSSION GUIDE

15.3 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

15.4 CUSTOMIZATION OPTIONS

15.5 RELATED REPORTS

15.6 AUTHOR DETAILS

## About

According to the new market research report "People Counting System Market by Technology (IR Beam, Video-Based, Thermal Imaging), Hardware and Software, End User (Retail Stores, Supermarkets, and Shopping Malls, Transportation, Corporate, Hospitality), and Region - Global Forecast to 2023", the people counting system market is estimated to be valued at USD 694.7 Million in 2018 and is likely to reach USD 1,150.2 Million by 2023, at a CAGR of 10.6% between 2018 and 2023. The major factors driving this market include growing retail sector and increased adoption rate of people counting technologies, availability of low-cost and easy to set up people counting solutions, and increasing need for people counting solutions in the transportation sector.

### **The major players in the people counting system market include:**

Axis Communications AB (Sweden)

HELLA Aglaia Mobile Vision GmbH (Germany)

InfraRed Integrated Systems Ltd. (UK)

RetailNext, Inc. (US)

ShopperTrak (US)

Eurotech S.p.A. (Italy)

Axiomatic Technology Limited (UK)

Countwise LLC (US)

DILAX Intelcom GmbH (Germany)

IEE S.A. (Luxembourg)

Iris-GmbH (Germany)

V-Count (Turkey)



Xovis AG (Switzerland)

### **Video-based technology expected to hold the largest market share during the forecast period**

The market for the video-based technology is growing because of its advanced features, such as the ability to differentiate between a child and an adult and between a person and an object, allowing more accuracy in high-volume traffic, and the ability to withstand changing environmental conditions. The video-based people counting technology is one of the most popular technologies in the market owing to its high accuracy and advanced features.

### **Retail stores, supermarkets, and shopping malls to grow at the highest CAGR during the forecast period**

Based on end user, the retail stores, supermarkets, and shopping malls segment is expected to witness the highest growth rate during the forecast period. The retail industry is becoming more complex and is constantly evolving. To sustain amidst the shifting demographics, new technologies, and well-informed shoppers, retailers have to modify their existing strategies to achieve new goals. Retailers need to know the footfalls at their shops at regular intervals to remain competitive in the complex retail world. By observing the ratio of traffic to sales, retailers can fairly and accurately compare stores with low sales volume and high sales volume.

### **North America expected to hold the largest market share during the forecast period**

North America emerged as the major consumer for people counting systems. The presence of many of the world's busiest airports and increasing adoption of people counting solutions in transportation are factors expected to propel the growth of the people counting system market in North America. Major companies, such as RetailNext, ShopperTrak, and Axis Communications, are launching their products in this region.

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