

Real-time Location Systems Market by Hardware (Tags/Badges, Readers/Trackers), Technology (RFID, Wi-Fi, UWB, BLE, Infrared, Ultrasound, GPS, Zigbee), Application (Inventory/Asset Tracking, Personnel Monitoring), Vertical, Region - Global Forecast to 2028

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Abstracts

The global real-time location systems market size is expected to grow from USD 5.2 billion in 2023 to USD 16.2 billion by 2028, at a CAGR of 25.5% from 2023 to 2028. The increasing demand for RTLS is attributed to the growing need for real-time visibility and tracking of assets and people in various industries. Also, the increased need for safety and security in industries contributes to the increasing deployment of RTLS in multiple verticals such as healthcare, education, defense, oil & gas, manufacturing, and others.

' Software segment is projected to grow at significant CAGR during the forecast period'

Technological advancements in information technology have increased the demand for customized software platforms based on clients' requirements. Moreover, the penetration of enterprise resource planning (ERP) software for data processing applications in RTLS helps build a robust platform. The factors mentioned above are expected to drive the growth of the market for software during the forecast period. RTLS software can be customized according to different applications and requirements of end-user industries. These software or software suites can use various technologies such as Bluetooth, UWB, and Wi-Fi, among others. These software suites also allow easy configuration and scaling of the RTLS network.

'Healthcare vertical is expected to hold the largest share during the forecast period'

A Real-Time Location System (RTLS) is used in the healthcare industry to track and

manage patients, employees, and medical equipment in all kinds of healthcare infrastructure, such as hospitals and nursing homes, immediately or in real time. The major factors driving the growth of the RTLS market in the healthcare industry are the need for inventory tracking and management, staff locating and monitoring, patient tracking, access control, and security. RTLS solutions are widely used in this vertical for various applications, such as tracking and monitoring assets, personnel, and patients, hand hygiene compliance, and environmental monitoring. Hospital operations have a continuous flow (in and out) of people and equipment as a part of the workflow process. Several hospitals worldwide spend vast amounts on buying lost equipment and looking after medical equipment and people (staff and patients). These factors create the need for the adoption of RTLS solutions for tracking and monitoring people to increase the efficient workflow and enhance patient throughput.

'The market in North America is expected to grow at a significant CAGR during the forecast period'

North America is a leading market for cutting-edge technologies used in real-time applications of tracking and monitoring industry assets. Data centers, communications, education, sports, and emerging industries are expected to adopt Wi-Fi-based RTLS solutions; however, established industries, such as healthcare and manufacturing, are expected to focus on RTLS solutions based on relatively advanced technologies such as UWB and BLE. Additionally, declining ASPs of UWB tags and long-term high return on investment (RoI) are expected to be the prominent reasons for the growing adoption of UWB technology-based RTLS solutions in various verticals.

Breakdown of the profiles of primary participants:

By Company Type: Tier 1 - 45%, Tier 2 - 20%, and Tier 3 - 35%

By Designation: C-level Executives - 35%, Directors - 25%, and Others - 40%

By Region: North America - 40%, Europe - 25%, Asia Pacific - 30%, and RoW – 5%

Major players profiled in this report are as follows: Securitas AB (Sweden), Zebra Technologies Corporation (US), Aruba Networks (US), Impinj, Inc. (US), Savi Technology (US), TeleTracking Technologies, Inc. (US), CenTrak, Inc. (US), GE HealthCare Technologies Inc. (US), Ubisense Ltd. (UK), Alien Technology, LLC (US),

AiRISTA Flow, Inc. (US), Sonitor Technologies (US), Midmark Corporation (US), and others.

Research Coverage

This report has segmented the real-time location systems market based on offering, technology, application, vertical, and region. The real-time location systems market based on offerings has been segmented into hardware, software, and services. Based on technology, the market has been segmented into RFID, Wi-Fi, UWB, BLE, ultrasound, infrared, GPS, and other technologies. Based on application, the market has been segmented into inventory/asset tracking & management, personnel locating & monitoring, access control & security, environmental monitoring, yard, dock, fleet, & warehouse management & monitoring, supply chain management & automation, and others. Based on vertical, the market has been segmented into healthcare, manufacturing & automotive, retail, transportation & logistics, government & defense, education, oil & gas, mining, sports & entertainment, and other verticals. The study also forecasts the market size in four key regions—North America, Europe, Asia Pacific, and RoW.

Key Benefits of Buying the Report:

The report provides insights on the following pointers:

Analysis of key drivers (Rising demand for cost-effective RTLS solutions, Increasing need to ensure safety and security compliance in various industries, Advantages of UWB over conventional technologies), restraints (Data security and privacy concerns, High maintenance and installation costs), opportunities (Development of advance new technologies such as BLE and UWB, Evolution of new Hybrid RTLS solutions), and challenges (Developing ideal RTLS with high range and accuracy with lower energy consumption, Lack of uniform standards) influencing the growth of the real-time location systems market

Product Development/Innovation: Detailed insights on upcoming products, technologies, research & development activities, funding activities, industry partnerships, and new product launches in the RTLS market

Market Development: Comprehensive information about lucrative markets – the report analyses the real-time location systems market across regions such as North America, Europe, Asia Pacific, Middle East & Africa, and South America.

Market Diversification: Exhaustive information about new products & technologies, untapped geographies, recent developments, and investments in the RTLS market

Competitive Assessment: In-depth assessment of market ranks, growth strategies, and product offerings of leading players like Securitas AB (Sweden), Zebra Technologies Corporation (US), and Aruba Networks (US), among others in the RTLS market

Strategies: The report also helps stakeholders understand the pulse of the real-time location systems market and provides information on key market drivers, restraints, challenges, and opportunities.

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 RTLS MARKET SEGMENTATION
- 1.3.2 REGIONS COVERED
- 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES
- 1.8 RECESSION IMPACT

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH APPROACH
- FIGURE 2 RTLS MARKET: RESEARCH DESIGN
- 2.1.1 SECONDARY AND PRIMARY RESEARCH
- FIGURE 3 RTLS MARKET: RESEARCH APPROACH
- 2.1.2 SECONDARY DATA
 - 2.1.2.1 Key secondary sources
 - 2.1.2.2 Key data from secondary sources
- 2.1.3 PRIMARY DATA
 - 2.1.3.1 Interview participants
 - 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
- 2.2.1 BOTTOM-UP APPROACH
 - 2.2.1.1 Approach to estimate market size using bottom-up analysis
- FIGURE 4 RTLS MARKET: BOTTOM-UP APPROACH
- 2.2.2 TOP-DOWN APPROACH
 - 2.2.2.1 Approach to estimate market size using top-down analysis
- FIGURE 5 RTLS MARKET: TOP-DOWN APPROACH

FIGURE 6 RTLS MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

FIGURE 8 STUDY ASSUMPTIONS

2.5 PARAMETERS CONSIDERED TO STUDY RECESSION IMPACT ON RTLS MARKET

2.6 RISK ASSESSMENT

TABLE 1 RISK ASSESSMENT

3 EXECUTIVE SUMMARY

FIGURE 9 RTLS MARKET SIZE, 2019–2028 (USD BILLION)

FIGURE 10 HARDWARE SEGMENT TO HOLD LARGEST SHARE OF RTLS MARKET, BY OFFERING, IN 2023

FIGURE 11 UWB TO BE FASTEST-GROWING TECHNOLOGY IN RTLS MARKET DURING FORECAST PERIOD

FIGURE 12 HEALTHCARE VERTICAL TO ACCOUNT FOR LARGEST SHARE OF RTLS MARKET IN 2028

FIGURE 13 NORTH AMERICA HELD LARGEST MARKET SHARE IN 2022

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE GROWTH OPPORTUNITIES FOR PLAYERS IN RTLS MARKET

FIGURE 14 INCREASING SAFETY AND SECURITY CONCERNS IN INDUSTRIES TO FUEL DEMAND FOR RTLS SOLUTIONS DURING FORECAST PERIOD

4.2 RTLS MARKET, BY OFFERING

FIGURE 15 HARDWARE SEGMENT TO DOMINATE RTLS MARKET FROM 2023 TO 2028

4.3 RTLS MARKET, BY TECHNOLOGY

FIGURE 16 UWB SEGMENT TO EXHIBIT HIGHEST CAGR IN RTLS MARKET FROM 2023 TO 2028

4.4 RTLS MARKET, BY APPLICATION

FIGURE 17 INVENTORY/ASSET TRACKING & MANAGEMENT SEGMENT TO CAPTURE LARGEST MARKET SHARE IN 2028

4.5 RTLS MARKET IN NORTH AMERICA, BY COUNTRY AND VERTICAL

FIGURE 18 US AND HEALTHCARE TO BE LARGEST SHAREHOLDERS OF NORTH AMERICAN MARKET IN 2028

4.6 RTLS MARKET, BY COUNTRY

FIGURE 19 CHINA TO RECORD HIGHEST CAGR IN GLOBAL RTLS MARKET FROM 2023 TO 2028

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 20 RTLS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Widespread availability of cost-effective RTLS solutions

5.2.1.2 High return on investment and improved productivity achieved by deploying RTLS

5.2.1.3 Increasing concerns of healthcare service providers for patient and staff safety

5.2.1.4 Superior performance of UWB-powered RTLS over other conventional techniques

FIGURE 21 IMPACT OF DRIVERS ON RTLS MARKET

5.2.2 RESTRAINTS

5.2.2.1 Data privacy and security concerns

5.2.2.2 High installation and maintenance costs

FIGURE 22 IMPACT OF RESTRAINTS ON RTLS MARKET

5.2.3 OPPORTUNITIES

5.2.3.1 Rising need for efficient resource utilization and workflow optimization

5.2.3.2 Growing popularity of hybrid RTLS solutions

5.2.3.3 Increasing adoption of IoT solutions in healthcare sector

5.2.3.4 New and emerging applications of RTLS

5.2.3.5 Increasing focus of RTLS vendors on untapped regional markets and emerging use cases

FIGURE 23 IMPACT OF OPPORTUNITIES ON RTLS MARKET

5.2.4 CHALLENGES

5.2.4.1 Concerns regarding trade-offs in RTLS design

5.2.4.2 Issues regarding system compatibility and lack of standardization

FIGURE 24 IMPACT OF CHALLENGES ON RTLS MARKET

5.3 VALUE CHAIN ANALYSIS

FIGURE 25 RTLS MARKET: VALUE CHAIN ANALYSIS

5.4 ECOSYSTEM ANALYSIS

FIGURE 26 ECOSYSTEM MAPPING

TABLE 2 RTLS MARKET: ECOSYSTEM**5.5 PRICING ANALYSIS****5.5.1 RTLS TAG PRICE COMPARISON BASED ON TECHNOLOGY****TABLE 3 PRICE COMPARISON OF RTLS TAGS BASED ON DIFFERENT TECHNOLOGIES****TABLE 4 RTLS MARKET: ASP AND VOLUME OF RTLS TAGS (2022)****5.5.2 AVERAGE SELLING PRICE TREND****FIGURE 27 AVERAGE SELLING PRICE TREND OF RTLS TAGS, 2022–2028****5.5.3 AVERAGE SELLING PRICE TREND, BY KEY PLAYER****FIGURE 28 AVERAGE SELLING PRICE OF RTLS TAGS OFFERED BY KEY PLAYERS****TABLE 5 AVERAGE SELLING PRICE OF RTLS TAGS OFFERED BY KEY PLAYERS (USD)****TABLE 6 AVERAGE SELLING PRICE OF RTLS TAGS, BY REGION (USD)****5.6 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS****FIGURE 29 REVENUE SHIFT AND NEW REVENUE POCKETS FOR PLAYERS IN RTLS MARKET****5.7 TECHNOLOGY ANALYSIS****5.7.1 RTLS MARKET: TECHNOLOGY COMPARISON****TABLE 7 COMPARISON OF RTLS TAGS BASED ON DIFFERENT TECHNOLOGIES****5.7.2 HYBRID RTLS TECHNOLOGY****5.8 PORTER'S FIVE FORCES ANALYSIS****TABLE 8 IMPACT OF PORTER'S FIVE FORCES ON RTLS MARKET****FIGURE 30 RTLS MARKET: PORTER'S FIVE FORCES ANALYSIS****5.8.1 BARGAINING POWER OF SUPPLIERS****5.8.2 BARGAINING POWER OF BUYERS****5.8.3 INTENSITY OF COMPETITIVE RIVALRY****5.8.4 THREAT OF NEW ENTRANTS****5.8.5 THREAT OF SUBSTITUTES****5.9 KEY STAKEHOLDERS AND BUYING CRITERIA****5.9.1 KEY STAKEHOLDERS IN BUYING PROCESS****FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP 3 VERTICALS****TABLE 9 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP 3 VERTICALS (%)****5.9.2 BUYING CRITERIA****FIGURE 32 KEY BUYING CRITERIA FOR TOP 3 VERTICALS****TABLE 10 KEY BUYING CRITERIA FOR TOP 3 VERTICALS****5.10 CASE STUDY ANALYSIS**

TABLE 11 VOLKSWAGEN AUTOEUROPA DEPLOYS SIEMENS' SIMATIC RTLS TO
MANAGE MOVING ASSETS

TABLE 12 CANADIAN NATURAL RESOURCES ADOPTS SEWIO'S RTLS FOR
EMPLOYEE SAFETY

TABLE 13 GATEWAY REGIONAL MEDICAL CENTER DEPLOYS RTLS TO
ENHANCE PATIENT AND STAFF SAFETY

TABLE 14 MISSION HOSPITAL IMPLEMENTS RTLS ASSET MANAGEMENT
SOLUTION TO REDUCE COST OF LOST AND STOLEN EQUIPMENT

TABLE 15 TEXAS HEALTH RESOURCES ENHANCES PATIENT EXPERIENCE AND
SAFETY BY USING RTLS

TABLE 16 LIFE CARE GAYNES PARK MANOR DEPLOYS RTLS FOR
PATIENT/STAFF SAFETY

TABLE 17 BOUMAN MENTAL HEALTHCARE ADOPTS RTLS FOR STAFF ALERTING
5.11 TRADE ANALYSIS

FIGURE 33 IMPORT DATA FOR SMART CARDS INCORPORATING ONE OR MORE
ELECTRONIC INTEGRATED CIRCUITS, BY KEY COUNTRY, 2017–2021 (USD
MILLION)

FIGURE 34 EXPORT DATA FOR SMART CARDS INCORPORATING ONE OR MORE
ELECTRONIC INTEGRATED CIRCUITS, BY KEY COUNTRY, 2017–2021 (USD
MILLION)

5.12 PATENT ANALYSIS

FIGURE 35 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT
APPLICATIONS IN LAST 10 YEARS

TABLE 18 TOP 20 PATENT OWNERS IN US IN LAST 10 YEARS

FIGURE 36 NUMBER OF PATENTS GRANTED PER YEAR, 2012–2021

TABLE 19 RTLS MARKET: PATENTS, 2019–2022

5.13 KEY CONFERENCES AND EVENTS, 2023–2024

TABLE 20 RTLS MARKET: CONFERENCES AND EVENTS

5.14 TARIFF AND REGULATORY LANDSCAPE

5.14.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER
ORGANIZATIONS

TABLE 21 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES,
AND OTHER ORGANIZATIONS

TABLE 22 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND
OTHER ORGANIZATIONS

TABLE 23 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND
OTHER ORGANIZATIONS

TABLE 24 ROW: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER
ORGANIZATIONS

5.14.2 REGULATORY STANDARDS

TABLE 25 STANDARDS FOR RTLS MARKET

6 RTLS MARKET, BY OFFERING

6.1 INTRODUCTION

FIGURE 37 RTLS MARKET, BY OFFERING

FIGURE 38 HARDWARE SEGMENT TO ACCOUNT FOR LARGEST SHARE OF RTLS MARKET IN 2028

TABLE 26 RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 27 RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 HARDWARE

6.2.1 INCREASING DEMAND FOR HYBRID RTLS SOLUTIONS TO DRIVE SEGMENTAL GROWTH

TABLE 28 HARDWARE: RTLS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 29 HARDWARE: RTLS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 30 HARDWARE: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION))

TABLE 31 HARDWARE: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

6.2.2 TAGS/BADGES

6.2.2.1 Rising use of RTLS tags to track assets in real time

6.2.3 READERS/TRACKERS/ACCESS POINTS

6.2.3.1 Growing deployment of readers to send and receive signals from transponders

6.2.4 OTHER HARDWARE PRODUCTS

6.3 SOFTWARE

6.3.1 GROWING DEMAND FOR CUSTOMIZED RTLS TO BOOST USE OF SOFTWARE SOLUTIONS

TABLE 32 SOFTWARE: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 33 SOFTWARE: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

6.4 SERVICES

6.4.1 INCLINATION OF INDUSTRIES TO IMPROVE OPERATIONAL EFFICIENCY, SAFETY, AND SECURITY TO INCREASE DEMAND FOR RTLS SERVICES

TABLE 34 SERVICES: RTLS MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 35 SERVICES: RTLS MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 36 SERVICES: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD

MILLION)

TABLE 37 SERVICES: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

6.4.2 DEPLOYMENT & INTEGRATION

6.4.2.1 Rising use of customized and application-specific RTLS to lead to high demand for deployment & integration services

6.4.3 SUPPORT & MAINTENANCE

6.4.3.1 Requirement for uninterrupted operations to fuel demand for support & maintenance services

6.4.4 CONSULTING

6.4.4.1 Focus of organizations on increasing workflow efficiency to drive demand for consulting services

7 RTLS MARKET, BY TECHNOLOGY

7.1 INTRODUCTION

FIGURE 39 RTLS MARKET, BY TECHNOLOGY

FIGURE 40 UWB TECHNOLOGY TO EXHIBIT HIGHEST CAGR IN RTLS MARKET DURING FORECAST PERIOD

TABLE 38 RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 39 RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

7.2 RFID

7.2.1 SIGNIFICANT BENEFITS OF RFID OVER OTHER TECHNOLOGIES TO BOOST SEGMENTAL GROWTH

FIGURE 41 TYPES OF RFID

TABLE 40 RFID: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 41 RFID: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 42 RFID: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 43 RFID: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 44 RFID: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 45 RFID: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 WI-FI

7.3.1 EASY INSTALLATION AND HIGH COMPATIBILITY OF WI-FI TECHNOLOGY TO DRIVE SEGMENTAL GROWTH

TABLE 46 WI-FI: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 47 WI-FI: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 48 WI-FI: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 49 WI-FI: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 50 WI-FI: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 51 WI-FI: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)**7.4 UWB****7.4.1 HIGH-PRECISION OF UWB RTLS SOLUTIONS TO DRIVE MARKET****TABLE 52 UWB: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)****TABLE 53 UWB: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 54 UWB: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)****TABLE 55 UWB: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****TABLE 56 UWB: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)****TABLE 57 UWB: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)****7.5 BLE****7.5.1 LOW COST AND LONG BATTERY LIFE TO BOOST ADOPTION OF BLE TECHNOLOGY****TABLE 58 BLE: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)****TABLE 59 BLE: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 60 BLE: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)****TABLE 61 BLE: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****TABLE 62 BLE: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)****TABLE 63 BLE: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)****7.6 ULTRASOUND****7.6.1 HIGH DEMAND FOR NON-INVASIVE ULTRASOUND TECHNOLOGY FROM HEALTHCARE SERVICE PROVIDERS TO SUPPORT MARKET GROWTH****TABLE 64 ULTRASOUND: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)****TABLE 65 ULTRASOUND: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 66 ULTRASOUND: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)****TABLE 67 ULTRASOUND: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****TABLE 68 ULTRASOUND: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)****TABLE 69 ULTRASOUND: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)****7.7 INFRARED****7.7.1 HIGH ACCURACY OF IR TECHNOLOGY IN ROOM- AND SUB-ROOM-LEVEL APPLICATIONS TO DRIVE ITS ADOPTION****TABLE 70 INFRARED: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)****TABLE 71 INFRARED: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)****TABLE 72 INFRARED: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)****TABLE 73 INFRARED: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****TABLE 74 INFRARED: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)**

TABLE 75 INFRARED: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)
7.8 GPS

**7.8.1 COMBINATION OF GPS WITH OTHER TECHNOLOGIES TO ACHIEVE
BETTER ACCURACY IN RTLS TO FUEL SEGMENTAL GROWTH**

TABLE 76 GPS: RTLS MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 77 GPS: RTLS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 78 GPS: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 79 GPS: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 80 GPS: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 81 GPS: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

7.9 OTHER TECHNOLOGIES

**TABLE 82 OTHER TECHNOLOGIES: RTLS MARKET, BY OFFERING, 2019–2022
(USD MILLION)**

**TABLE 83 OTHER TECHNOLOGIES: RTLS MARKET, BY OFFERING, 2023–2028
(USD MILLION)**

**TABLE 84 OTHER TECHNOLOGIES: RTLS MARKET, BY VERTICAL, 2019–2022
(USD MILLION)**

**TABLE 85 OTHER TECHNOLOGIES: RTLS MARKET, BY VERTICAL, 2023–2028
(USD MILLION)**

**TABLE 86 OTHER TECHNOLOGIES: RTLS MARKET, BY REGION, 2019–2022 (USD
MILLION)**

**TABLE 87 OTHER TECHNOLOGIES: RTLS MARKET, BY REGION, 2023–2028 (USD
MILLION)**

8 RTLS MARKET, BY APPLICATION

8.1 INTRODUCTION

FIGURE 42 RTLS MARKET, BY APPLICATION

**FIGURE 43 INVENTORY/ASSET TRACKING & MANAGEMENT APPLICATION TO
DOMINATE RTLS MARKET DURING FORECAST PERIOD**

TABLE 88 RTLS MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 89 RTLS MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

8.2 INVENTORY/ASSET TRACKING & MANAGEMENT

**8.2.1 GROWING NEED TO TRACK ASSETS TO ACCELERATE ADOPTION OF
RTLS SOLUTIONS**

**TABLE 90 INVENTORY/ASSET TRACKING & MANAGEMENT: RTLS MARKET, BY
VERTICAL, 2019–2022 (USD MILLION)**

**TABLE 91 INVENTORY/ASSET TRACKING & MANAGEMENT: RTLS MARKET, BY
VERTICAL, 2023–2028 (USD MILLION)**

8.3 PERSONNEL LOCATING & MONITORING

8.3.1 STRONG FOCUS ON PATIENT AND STAFF SAFETY TO FUEL DEMAND FOR RTLS

TABLE 92 PERSONNEL LOCATING & MONITORING: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 93 PERSONNEL LOCATING & MONITORING: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.4 ACCESS CONTROL & SECURITY

8.4.1 RISING ADOPTION OF RTLS TO RESTRICT UNAUTHORIZED ACCESS IN ORGANIZATIONS TO BOOST SEGMENTAL GROWTH

TABLE 94 ACCESS CONTROL & SECURITY: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 95 ACCESS CONTROL & SECURITY: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.5 ENVIRONMENTAL MONITORING

8.5.1 INCREASING UTILIZATION OF RTLS TO GATHER CRITICAL ENVIRONMENTAL DATA FOR ENHANCED SAFETY TO DRIVE MARKET

TABLE 96 ENVIRONMENTAL MONITORING: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 97 ENVIRONMENTAL MONITORING: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.6 YARD, DOCK, FLEET, & WAREHOUSE MANAGEMENT & MONITORING

8.6.1 SURGING DEPLOYMENT OF RTLS FOR BETTER VISIBILITY AND EFFICIENT WAREHOUSE MANAGEMENT TO BOOST MARKET

TABLE 98 YARD, DOCK, FLEET, & WAREHOUSE MANAGEMENT & MONITORING: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 99 YARD, DOCK, FLEET, & WAREHOUSE MANAGEMENT & MONITORING: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.7 SUPPLY CHAIN MANAGEMENT & AUTOMATION

8.7.1 GROWING IMPLEMENTATION OF RTLS TO IMPROVE OPERATIONAL VISIBILITY AND SUPPLY CHAIN MANAGEMENT TO DRIVE MARKET

TABLE 100 SUPPLY CHAIN MANAGEMENT & AUTOMATION: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 101 SUPPLY CHAIN MANAGEMENT & AUTOMATION: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.8 OTHER APPLICATIONS

TABLE 102 OTHER APPLICATIONS: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 103 OTHER APPLICATIONS: RTLS MARKET, BY VERTICAL, 2023–2028

(USD MILLION)

9 RTLS MARKET, BY VERTICAL

9.1 INTRODUCTION

FIGURE 44 RTLS MARKET, BY VERTICAL

FIGURE 45 HEALTHCARE VERTICAL TO CAPTURE LARGEST SHARE OF RTLS MARKET IN 2023

TABLE 104 RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 105 RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.2 HEALTHCARE

9.2.1 NEED TO KEEP TRACK OF ASSETS AND MONITOR INVENTORY IN REAL TIME TO BOOST RTLS DEMAND

TABLE 106 HEALTHCARE: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 107 HEALTHCARE: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 MANUFACTURING & AUTOMOTIVE

9.3.1 FOCUS OF MANUFACTURING FIRMS ON IMPROVING STAFF SAFETY TO ACCELERATE RTLS DEMAND

TABLE 108 MANUFACTURING & AUTOMOTIVE: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 109 MANUFACTURING & AUTOMOTIVE: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 RETAIL

9.4.1 USE OF RTLS TO INCREASE WORKFLOW EFFICACY IN RETAIL OPERATIONS TO BOOST SEGMENTAL GROWTH

TABLE 110 RETAIL: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 111 RETAIL: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.5 TRANSPORTATION & LOGISTICS

9.5.1 DEPLOYMENT OF RTLS TO STREAMLINE BUSINESS OPERATIONS TO DRIVE MARKET

TABLE 112 TRANSPORTATION & LOGISTICS: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 113 TRANSPORTATION & LOGISTICS: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.6 GOVERNMENT & DEFENSE

9.6.1 INCREASING SAFETY CONCERNS FOR STAFF AND EQUIPMENT TO CREATE OPPORTUNITIES FOR RTLS VENDORS

TABLE 114 GOVERNMENT & DEFENSE: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 115 GOVERNMENT & DEFENSE: RTLS MARKET, BY REGION, 2023–2028
(USD MILLION)

9.7 EDUCATION

9.7.1 RISING DEMAND FOR RTLS TO REDUCE COSTS AND STREAMLINE
OPERATIONS TO STIMULATE GROWTH

TABLE 116 EDUCATION: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 117 EDUCATION: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

9.8 OIL & GAS AND MINING

9.8.1 FOCUS ON MINIMIZING RISK AND ENHANCING WORKER SAFETY TO
BOOST RTLS DEMAND IN OIL & GAS AND MINING SECTOR

TABLE 118 OIL & GAS AND MINING: RTLS MARKET, BY REGION, 2019–2022 (USD
MILLION)

TABLE 119 OIL & GAS AND MINING: RTLS MARKET, BY REGION, 2023–2028 (USD
MILLION)

9.9 SPORTS & ENTERTAINMENT

9.9.1 INCREASING IMPORTANCE OF DATA ANALYTICS IN SPORTS INDUSTRY
TO DRIVE ADOPTION OF RTLS SOLUTIONS

TABLE 120 SPORTS & ENTERTAINMENT: RTLS MARKET, BY REGION, 2019–2022
(USD MILLION)

TABLE 121 SPORTS & ENTERTAINMENT: RTLS MARKET, BY REGION, 2023–2028
(USD MILLION)

9.10 OTHER VERTICALS

TABLE 122 OTHER VERTICALS: RTLS MARKET, BY REGION, 2019–2022 (USD
MILLION)

TABLE 123 OTHER VERTICALS: RTLS MARKET, BY REGION, 2023–2028 (USD
MILLION)

10 RTLS MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 46 RTLS MARKET, BY REGION

FIGURE 47 CHINA TO BE FASTEST-GROWING COUNTRY IN GLOBAL RTLS
MARKET DURING FORECAST PERIOD

TABLE 124 RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 125 RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

10.2 NORTH AMERICA

10.2.1 RECESSION IMPACT ON MARKET IN NORTH AMERICA

FIGURE 48 NORTH AMERICA: RTLS MARKET SNAPSHOT

FIGURE 49 US TO ACCOUNT FOR LARGEST SHARE OF NORTH AMERICAN RTLS

MARKET IN 2028

TABLE 126 NORTH AMERICA: RTLS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 127 NORTH AMERICA: RTLS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 128 NORTH AMERICA: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 129 NORTH AMERICA: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 130 NORTH AMERICA: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 131 NORTH AMERICA: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.2.2 US

10.2.2.1 Strong presence of major RTLS providers to drive market

10.2.3 CANADA

10.2.3.1 Growing adoption of RTLS in hospitals to fuel market

10.2.4 MEXICO

10.2.4.1 Emerging economy of Mexico to offer growth opportunities to RTLS vendors

10.3 EUROPE

10.3.1 RECESSION IMPACT ON MARKET IN EUROPE

FIGURE 50 EUROPE: RTLS MARKET SNAPSHOT

FIGURE 51 GERMANY TO REGISTER HIGHEST CAGR IN EUROPEAN RTLS MARKET DURING FORECAST PERIOD

TABLE 132 EUROPE: RTLS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 133 EUROPE: RTLS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 134 EUROPE: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 135 EUROPE: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 136 EUROPE: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 137 EUROPE: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.3.2 GERMANY

10.3.2.1 Strong focus of manufacturing firms on process automation to drive demand for RTLS

10.3.3 UK

10.3.3.1 Increased government expenditure on healthcare infrastructure to support market growth

10.3.4 FRANCE

10.3.4.1 Huge investments in aerospace industry to boost demand for RTLS solutions

10.3.5 REST OF EUROPE

10.4 ASIA PACIFIC

10.4.1 RECESSION IMPACT ON MARKET IN ASIA PACIFIC

FIGURE 52 ASIA PACIFIC: RTLS MARKET SNAPSHOT

FIGURE 53 CHINA TO DOMINATE RTLS MARKET IN ASIA PACIFIC DURING FORECAST PERIOD

TABLE 138 ASIA PACIFIC: RTLS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 139 ASIA PACIFIC: RTLS MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 140 ASIA PACIFIC: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 141 ASIA PACIFIC: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 142 ASIA PACIFIC: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 143 ASIA PACIFIC: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.4.2 CHINA

10.4.2.1 Booming automotive sector to drive demand for RTLS solutions

10.4.3 JAPAN

10.4.3.1 High adoption of advanced technologies in Japan to fuel RTLS market

10.4.4 SOUTH KOREA

10.4.4.1 Rising focus on adoption of smart factory technologies to drive demand for RTLS

10.4.5 AUSTRALIA

10.4.5.1 Thriving healthcare and mining sectors to accelerate market growth

10.4.6 REST OF ASIA PACIFIC

10.5 ROW

10.5.1 RECESSION IMPACT ON MARKET IN ROW

FIGURE 54 MIDDLE EAST TO HOLD LEADING MARKET POSITION THROUGHOUT FORECAST PERIOD

TABLE 144 ROW: RTLS MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 145 ROW: RTLS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 146 MIDDLE EAST: RTLS MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 147 MIDDLE EAST: RTLS MARKET, BY COUNTRY, 2023–2028 (USD

MILLION)

TABLE 148 ROW: RTLS MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 149 ROW: RTLS MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

TABLE 150 ROW: RTLS MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 151 ROW: RTLS MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.5.2 MIDDLE EAST

10.5.2.1 Growing investments and focus on improving healthcare infrastructure to accelerate demand for RTLS

10.5.3 SOUTH AMERICA AND AFRICA

10.5.3.1 Rising manufacturing and mining sectors to create growth opportunities for RTLS providers

11 COMPETITIVE LANDSCAPE

11.1 INTRODUCTION

11.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 152 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

11.3 REVENUE SHARE ANALYSIS OF KEY PLAYERS

FIGURE 55 RTLS MARKET: REVENUE SHARE ANALYSIS OF KEY PLAYERS, 2017–2021

11.4 MARKET SHARE ANALYSIS, 2022

TABLE 153 RTLS MARKET: MARKET SHARE ANALYSIS, 2022

FIGURE 56 SHARE OF KEY PLAYERS IN RTLS MARKET, 2022

11.5 COMPANY EVALUATION MATRIX FOR KEY PLAYERS, 2022

11.5.1 STARS

11.5.2 EMERGING LEADERS

11.5.3 PERVASIVE PLAYERS

11.5.4 PARTICIPANTS

FIGURE 57 RTLS MARKET: COMPANY EVALUATION MATRIX, 2022

11.6 COMPANY EVALUATION MATRIX FOR SMES, 2022

11.6.1 PROGRESSIVE COMPANIES

11.6.2 RESPONSIVE COMPANIES

11.6.3 DYNAMIC COMPANIES

11.6.4 STARTING BLOCKS

FIGURE 58 RTLS MARKET: COMPANY EVALUATION MATRIX FOR SMES, 2022

11.7 RTLS MARKET: COMPANY FOOTPRINT

TABLE 154 COMPANY FOOTPRINT: RTLS MARKET

TABLE 155 VERTICAL FOOTPRINT: RTLS MARKET

TABLE 156 REGION FOOTPRINT: RTLS MARKET

11.8 COMPETITIVE BENCHMARKING

TABLE 157 RTLS MARKET: KEY STARTUPS/SMES

TABLE 158 RTLS MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

11.9 COMPETITIVE SITUATIONS AND TRENDS

11.9.1 RTLS MARKET: PRODUCT LAUNCHES

TABLE 159 PRODUCT LAUNCHES

11.9.2 RTLS MARKET: DEALS

TABLE 160 DEALS

12 COMPANY PROFILES

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

12.1 KEY PLAYERS

12.1.1 SECURITAS AB

TABLE 161 SECURITAS AB: BUSINESS OVERVIEW

FIGURE 59 SECURITAS AB: COMPANY SNAPSHOT

TABLE 162 SECURITAS AB: PRODUCTS OFFERED

TABLE 163 SECURITAS AB: DEALS

12.1.2 ZEBRA TECHNOLOGIES CORPORATION

TABLE 164 ZEBRA TECHNOLOGIES CORPORATION: BUSINESS OVERVIEW

FIGURE 60 ZEBRA TECHNOLOGIES CORPORATION: COMPANY SNAPSHOT

TABLE 165 ZEBRA TECHNOLOGIES CORPORATION: PRODUCTS OFFERED

TABLE 166 ZEBRA TECHNOLOGIES CORPORATION: DEALS

12.1.3 ARUBA NETWORKS

TABLE 167 ARUBA NETWORKS: BUSINESS OVERVIEW

TABLE 168 ARUBA NETWORKS: PRODUCT OFFERED

12.1.4 IMPINJ, INC.

TABLE 169 IMPINJ, INC.: BUSINESS OVERVIEWS

FIGURE 61 IMPINJ, INC.: COMPANY SNAPSHOT

TABLE 170 IMPINJ, INC.: PRODUCTS OFFERED

TABLE 171 IMPINJ, INC.: PRODUCT LAUNCHES

TABLE 172 IMPINJ, INC.: DEALS

12.1.5 SAVI TECHNOLOGY

TABLE 173 SAVI TECHNOLOGY: BUSINESS OVERVIEW

TABLE 174 SAVI TECHNOLOGY: PRODUCTS OFFERED

TABLE 175 SAVI TECHNOLOGY: PRODUCT LAUNCHES

TABLE 176 SAVI TECHNOLOGY: DEALS

12.1.6 AIRISTA FLOW, INC.

TABLE 177 AIRISTA FLOW, INC.: BUSINESS OVERVIEW

TABLE 178 AIRISTA FLOW, INC.: PRODUCTS OFFERED

TABLE 179 AIRISTA FLOW, INC.: PRODUCT LAUNCHES

12.1.7 ALIEN TECHNOLOGY, LLC

TABLE 180 ALIEN TECHNOLOGY, LLC: BUSINESS OVERVIEW

12.1.7.2 Products offered

TABLE 181 ALIEN TECHNOLOGY, LLC: PRODUCTS OFFERED

12.1.8 CENTRAK, INC.

TABLE 182 CENTRAK, INC.: BUSINESS OVERVIEW

TABLE 183 CENTRAK, INC.: PRODUCTS OFFERED

TABLE 184 CENTRAK, INC.: PRODUCT LAUNCHES

TABLE 185 CENTRAK, INC.: DEALS

12.1.9 GE HEALTHCARE TECHNOLOGIES INC.

TABLE 186 GE HEALTHCARE TECHNOLOGIES INC.: BUSINESS OVERVIEW

TABLE 187 GE HEALTHCARE TECHNOLOGIES INC.: PRODUCTS OFFERED

12.1.10 MIDMARK CORPORATION

TABLE 188 MIDMARK CORPORATION: BUSINESS OVERVIEW

TABLE 189 MIDMARK CORPORATION: PRODUCTS OFFERED

12.1.11 QUUPPA

TABLE 190 QUUPPA: BUSINESS OVERVIEW

TABLE 191 QUUPPA: PRODUCTS OFFERED

12.1.12 SIEMENS AG

TABLE 192 SIEMENS AG: BUSINESS OVERVIEW

FIGURE 62 SIEMENS AG: COMPANY SNAPSHOT

TABLE 193 SIEMENS AG: PRODUCTS OFFERED

TABLE 194 SIEMENS AG: PRODUCT LAUNCHES

12.1.13 SONITOR TECHNOLOGIES

TABLE 195 SONITOR TECHNOLOGIES: BUSINESS OVERVIEW

TABLE 196 SONITOR TECHNOLOGIES: PRODUCTS OFFERED

12.1.14 TELETRACKING TECHNOLOGIES, INC.

TABLE 197 TELETRACKING TECHNOLOGIES, INC.: BUSINESS OVERVIEW

TABLE 198 TELETRACKING TECHNOLOGIES, INC.: PRODUCTS OFFERED

TABLE 199 TELETRACKING TECHNOLOGIES, INC.: DEALS

12.1.15 UBISENSE LTD.

TABLE 200 UBISENSE LTD.: BUSINESS OVERVIEW

TABLE 201 UBISENSE LTD.: PRODUCTS OFFERED

TABLE 202 UBISENSE LTD.: PRODUCT LAUNCHES

TABLE 203 UBISENSE LTD.: DEALS**12.2 OTHER PLAYERS****12.2.1 AIRTLS****12.2.2 BLUEIOT (BEIJING) TECHNOLOGY CO., LTD.****12.2.3 CERNER CORPORATION****12.2.4 DECAWAVE****12.2.5 ELIKO****12.2.6 INPIXON****12.2.7 KINEXON****12.2.8 LEANTEGRA INC.****12.2.9 LINK LABS, INC.****12.2.10 LITUM****12.2.11 NANJING WOXU WIRELESS CO., LTD.****12.2.12 POZYX****12.2.13 REDPOINT POSITIONING CORPORATION****12.2.14 SEWIO NETWORKS****12.2.15 TRACKTIO****12.2.16 VISIBLE ASSETS, INC.**

*Details on Business Overview, Products 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.

13 ADJACENT AND RELATED MARKETS**13.1 INTRODUCTION****13.2 RFID MARKET: BY OFFERING****13.2.1 INTRODUCTION**

TABLE 204 RFID MARKET, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 205 RFID MARKET, BY OFFERING, 2022–2030 (USD MILLION)

13.2.2 TAGS**13.2.2.1 Use of tags to identify assets or people****13.2.3 READERS****13.2.3.1 Fixed readers**

13.2.3.1.1 Rising demand for rugged and cost-efficient fixed readers by manufacturing firms

13.2.3.2 Handheld Readers

13.2.3.2.1 Increasing use of handheld readers in industrial plants due to their mobility

13.2.4 SOFTWARE & SERVICES

13.2.4.1 Rising adoption of data analysis and cloud-based data storage services

14 APPENDIX

14.1 INSIGHTS FROM INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.4 AVAILABLE CUSTOMIZATIONS

14.5 RELATED REPORTS

14.6 AUTHOR DETAILS

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