

Smart Beacon Market by Beacon Standard (iBeacon, Eddystone), Connectivity Type, Offering (Hardware, Software, Service), End Use (Retail, Transportation and Logistics, Public Gathering and Spaces), and Geography - Global Forecast to 2023

<https://marketpublishers.com/r/S90CA8438F8EN.html>

Date: December 2017

Pages: 126

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

ID: S90CA8438F8EN

Abstracts

“The overall smart beacon market is expected to grow at a CAGR of 56.2% between 2017 and 2023.”

The smart beacon market is expected to be valued at USD 1,363.6 million in 2017 and is likely to reach USD 19,805.5 million by 2023, at a CAGR of 56.2% between 2017 and 2023. The growing need for spatial data, which can be used to analyze the current demographic trend, primarily in the retail industry, is driving the growth of the market. Further, adoption of smartphones, primarily in APAC, is contributing to the growth of the smart beacon market. However, security and privacy concern, and restricted sensing capabilities due to limitations in underlying BLE technology may pose as challenges to the market growth.

“The smart beacon market for transportation and logistics is expected to grow at the CAGR between 2017 and 2023.”

The market for transportation and logistics is expected to grow at the highest CAGR during the forecast period. This can be attributed to smart beacon’s capability to save time and cost as well as to track assets in real time, thereby providing a competitive advantage to the end users.

“The market for Eddystone is expected to witness a significant growth between 2017 and 2023.”

The market for Eddystone is expected to grow at a significant CAGR during the forecast period as it provides an extended feature to iBeacon and sends 4 packets as a part of Bluetooth connectivity signal. Google launched Eddystone as an open protocol in 2015, and since then, it is being adopted considerably in the smart beacon market. It is specifically developed for Android users; however, it has an interoperability feature to power highly specific user-facing apps.

“Europe held the largest share of the smart beacon market in 2016; and the market in APAC is expected to grow at the highest CAGR during the forecast period.”

Europe is expected to hold the largest share of the smart beacon market by 2023 owing to the high traction of beacon technology and growing need for technologically advanced marketing platforms among the end users to capture the shares in the respective markets. In addition, Europe is an early adopter of the technology, and the customers in this region have accepted the technology seamlessly. APAC is expected to witness significant growth due to the growing traction of the beacon technology in China and Australia. Further, the market is still in a nascent stage in this region and has a lot of potential for growth.

Break-up of the profiles of primary participants:

By Company Type: Tier 1 – 60%, Tier 2 – 33%, and Tier 3 – 7%

By Designation: C-Level Executives – 79%, and Managers – 21%,

By Region: APAC – 13%, North America – 51%, Europe – 31%, and RoW – 5%

Some of the key players in the smart beacon market are Estimote (US), Aruba (A Hewlett Packard Enterprise Company) (US), Kontakt.io (Poland), Cisco (US), Bluvision (An HID Global Company) (US), Onyx Beacon (Romania), Leantegra (US), Gimbal (US), Accent Systems (Spain), Swirl Networks (US), Sensoro (US), JAALEE Technology (China), Beaconinside (Germany), Blesh (US), and BlueUp (Italy).

Research Coverage:

This research report segments the global smart beacon market on the basis of beacon standard, connectivity type, offering, end use, and geography. The report discusses the

major drivers, restraints, challenges, and opportunities pertaining to the market, and also includes value chain and market ranking analyses.

Reasons to Buy the Report

The report would help leaders/new entrants in this market in the following ways:

1. This report segments the smart beacon market comprehensively and provides the closest market size estimation for subsegments across different regions.
2. The report would help stakeholders understand the pulse of the market and provide them with the information on key drivers, restraints, challenges, and opportunities for market growth.
3. This report would help stakeholders understand their competitors better and gain more insights to improve their position in the business. The competitive landscape section includes competitor ecosystem along with the strategies adopted by the key market players, such as product launches and developments, acquisitions, partnerships, expansions, contracts, and funding.

Contents

1 INTRODUCTION

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

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primaries
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS AND LIMITATIONS
 - 2.4.1 ASSUMPTIONS
 - 2.4.2 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR SMART BEACON MARKET
- 4.2 SMART BEACON MARKET, BY BEACON STANDARD
- 4.3 SMART BEACON MARKET, BY END USE
- 4.4 SMART BEACON MARKET IN EUROPE, BY COUNTRY AND END USE
- 4.5 SMART BEACON MARKET, BY COUNTRY

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Growing adoption of smartphones

5.2.1.2 Growing need for spatial data to be used in analytics

5.2.1.3 Increasing focus on business intelligence to gain competitive advantage

5.2.2 RESTRAINTS

5.2.2.1 Growing trend among offline stores to opt for online platforms in retail sector

5.2.3 OPPORTUNITIES

5.2.3.1 Adoption of smart beacons in logistics and transportation

5.2.4 CHALLENGES

5.2.4.1 Restricted sensing capabilities due to limitations in underlying BLE technology

5.2.4.2 Security & privacy concerns

5.3 VALUE CHAIN ANALYSIS

6 SMART BEACON MARKET, BY BEACON STANDARD

6.1 INTRODUCTION

6.2 IBEACON

6.3 EDDYSTONE

6.4 OTHERS

7 SMART BEACON MARKET, BY CONNECTIVITY TYPE

7.1 INTRODUCTION

7.2 BLUETOOTH LOW ENERGY (BLE)

7.2.1 BLE 4.0

7.2.2 BLE 5.0

7.3 HYBRID

8 SMART BEACON MARKET, BY OFFERINGS

8.1 INTRODUCTION

8.2 HARDWARE

8.2.1 STANDARD BEACON

8.2.2 CARD BEACON

8.2.3 STICKER BEACON

8.3 SOFTWARE

8.3.1 CONTENT MANAGEMENT SOFTWARE

8.3.2 ANALYTICS SOFTWARE

8.3.3 OTHER SOFTWARE

8.4 SERVICE

8.4.1 PROJECT MANAGEMENT SERVICE

8.4.2 CONSULTING SERVICE

8.4.3 MAINTENANCE & SUPPORT SERVICE

9 SMART BEACON MARKET, BY END USE

9.1 INTRODUCTION

9.2 RETAIL

9.3 HOSPITALITY

9.4 TRANSPORTATION & LOGISTICS

9.5 PUBLIC GATHERINGS AND SPACES

9.6 SPORTS

9.7 HEALTHCARE

9.8 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)

9.9 AUTOMOTIVE

9.10 AVIATION

9.11 EDUCATION

9.12 OTHERS

10 GEOGRAPHIC ANALYSIS

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 US

10.2.2 CANADA

10.2.3 MEXICO

10.3 EUROPE

10.3.1 UK

10.3.2 GERMANY

10.3.3 FRANCE

10.4 ASIA PACIFIC (APAC)

10.4.1 CHINA

10.4.2 AUSTRALIA

10.4.3 JAPAN

- 10.4.4 SOUTH KOREA
- 10.5 REST OF THE WORLD (ROW)

11 COMPETITIVE LANDSCAPE

- 11.1 OVERVIEW
- 11.2 RANKING OF PLAYERS, 2016
- 11.3 COMPETITIVE SCENARIO
 - 11.3.1 PRODUCT LAUNCHES & DEVELOPMENTS AND NEW PATENT FILED
 - 11.3.2 MERGERS & ACQUISITIONS AND FUNDINGS
 - 11.3.3 PARTNERSHIPS
 - 11.3.4 CONTRACTS & AGREEMENTS
 - 11.3.5 EXPANSIONS

12 COMPANY PROFILES

12.1 ESTIMOTE

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, and MNM View)*

- 12.2 ARUBA
- 12.3 KONTAKT.IO
- 12.4 CISCO
- 12.5 BLUVISION
- 12.6 ONYX BEACON
- 12.7 LEANTEGRA
- 12.8 GIMBAL
- 12.9 ACCENT SYSTEMS
- 12.10 SWIRL NETWORKS
- 12.11 SENSORO
- 12.12 JAALEE TECHNOLOGY
- 12.13 BEACONINSIDE
- 12.14 BLESB
- 12.15 BLUEUP

*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, and MNM View might not be captured in case of unlisted companies.

12.16 START-UP ECOSYSTEM

12.16.1 BLEESK

12.16.2 AVVEL INTERNATIONAL

12.16.3 BLUE SENSE NETWORKS

12.16.4 CUBEACON (EYRO DIGITAL TEKNOLOGI, LTD.)

12.16.5 RESONO

13 APPENDIX

13.1 INSIGHTS OF INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

13.5 AVAILABLE CUSTOMIZATIONS

13.6 RELATED REPORTS

13.7 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 SMART BEACON MARKET, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 2 SMART BEACON MARKET, BY CONNECTIVITY TYPE, 2014–2023 (USD MILLION)

Table 3 SMART BEACON MARKET, BY CONNECTIVITY TYPE, 2014–2023 (MILLION UNITS)

Table 4 SMART BEACON MARKET, BY OFFERING, 2014–2023 (USD MILLION)

Table 5 SMART BEACON MARKET FOR HARDWARE, BY FORM FACTOR, 2014–2023 (USD MILLION)

Table 6 SMART BEACON MARKET FOR HARDWARE, BY REGION, 2014–2023 (USD MILLION)

Table 7 SMART BEACON MARKET FOR HARDWARE, BY REGION, 2014–2023 (MILLION UNIT)

Table 8 SMART BEACON MARKET FOR SOFTWARE, BY SOFTWARE TYPE, 2014–2023 (USD MILLION)

Table 9 SMART BEACON MARKET FOR SOFTWARE, BY REGION, 2014–2023 (USD MILLION)

Table 10 SMART BEACON MARKET FOR SERVICE, BY SERVICE TYPE, 2014–2023 (USD MILLION)

Table 11 SMART BEACON MARKET FOR SERVICE, BY REGION, 2014–2023 (USD MILLION)

Table 12 SMART BEACON MARKET, BY END USE, 2014–2023 (USD MILLION)

Table 13 SMART BEACON MARKET FOR RETAIL, BY REGION, 2014–2023 (USD MILLION)

Table 14 SMART BEACON MARKET FOR HOSPITALITY, BY REGION, 2014–2023 (USD MILLION)

Table 15 SMART BEACON MARKET FOR TRANSPORTATION AND LOGISTICS, BY REGION, 2014–2023 (USD MILLION)

Table 16 SMART BEACON MARKET FOR PUBLIC GATHERINGS AND SPACES, BY REGION, 2014–2023 (USD MILLION)

Table 17 SMART BEACON MARKET FOR SPORTS, BY REGION, 2014–2023 (USD MILLION)

Table 18 SMART BEACON MARKET FOR HEALTHCARE, BY REGION, 2014–2023 (USD MILLION)

Table 19 SMART BEACON MARKET FOR BFSI, BY REGION, 2014–2023 (USD

MILLION)

Table 20 SMART BEACON MARKET FOR AUTOMOTIVE, BY REGION, 2014–2023
(USD MILLION)

Table 21 SMART BEACON MARKET FOR AVIATION, BY REGION, 2014–2023 (USD
MILLION)

Table 22 SMART BEACON MARKET FOR EDUCATION, BY REGION, 2014–2023
(USD MILLION)

Table 23 SMART BEACON MARKET FOR OTHER END USE, BY REGION,
2014–2023 (USD MILLION)

Table 24 SMART BEACON MARKET, BY REGION, 2014–2023 (USD MILLION)

Table 25 SMART BEACON MARKET IN NORTH AMERICA, BY COUNTRY,
2014–2023 (USD MILLION)

Table 26 SMART BEACON MARKET IN NORTH AMERICA, BY BEACON
STANDARD, 2014–2023 (USD MILLION)

Table 27 SMART BEACON MARKET IN NORTH AMERICA, BY OFFERING,
2014–2023 (USD MILLION)

Table 28 SMART BEACON MARKET IN NORTH AMERICA, BY END USE, 2014–2023
(USD MILLION)

Table 29 SMART BEACON MARKET IN US, BY BEACON STANDARD, 2014–2023
(USD MILLION)

Table 30 SMART BEACON MARKET IN US, BY OFFERING, 2014–2023 (USD
MILLION)

Table 31 SMART BEACON MARKET IN CANADA, BY BEACON STANDARD,
2014–2023 (USD MILLION)

Table 32 SMART BEACON MARKET IN CANADA, BY OFFERING, 2014–2023 (USD
MILLION)

Table 33 SMART BEACON MARKET IN MEXICO, BY BEACON STANDARD,
2014–2023 (USD MILLION)

Table 34 SMART BEACON MARKET IN MEXICO, BY OFFERING, 2014–2023 (USD
MILLION)

Table 35 SMART BEACON MARKET IN EUROPE, BY COUNTRY, 2014–2023 (USD
MILLION)

Table 36 SMART BEACON MARKET IN EUROPE, BY BEACON STANDARD,
2014–2023 (USD MILLION)

Table 37 SMART BEACON MARKET IN EUROPE, BY OFFERING, 2014–2023 (USD
MILLION)

Table 38 SMART BEACON MARKET IN EUROPE, BY END USE, 2014–2023 (USD
MILLION)

Table 39 SMART BEACON MARKET IN UK, BY BEACON STANDARD, 2014–2023

(USD MILLION)

Table 40 SMART BEACON MARKET IN UK, BY OFFERING, 2014–2023 (USD MILLION)

Table 41 SMART BEACON MARKET IN GERMANY, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 42 SMART BEACON MARKET IN GERMANY, BY OFFERING, 2014–2023 (USD MILLION)

Table 43 SMART BEACON MARKET IN FRANCE, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 44 SMART BEACON MARKET IN FRANCE, BY OFFERING, 2014–2023 (USD MILLION)

Table 45 SMART BEACON MARKET IN APAC, BY COUNTRY, 2014–2023 (USD MILLION)

Table 46 SMART BEACON MARKET IN APAC, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 47 SMART BEACON MARKET IN APAC, BY OFFERING, 2014–2023 (USD MILLION)

Table 48 SMART BEACON MARKET IN APAC, BY END USE, 2014–2023 (USD MILLION)

Table 49 SMART BEACON MARKET IN CHINA, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 50 SMART BEACON MARKET IN CHINA, BY OFFERING, 2014–2023 (USD MILLION)

Table 51 SMART BEACON MARKET IN AUSTRALIA, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 52 SMART BEACON MARKET IN AUSTRALIA, BY OFFERING, 2014–2023 (USD MILLION)

Table 53 SMART BEACON MARKET IN JAPAN, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 54 SMART BEACON MARKET IN JAPAN, BY OFFERING, 2014–2023 (USD MILLION)

Table 55 SMART BEACON MARKET IN SOUTH KOREA, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 56 SMART BEACON MARKET IN SOUTH KOREA, BY OFFERING, 2014–2023 (USD MILLION)

Table 57 SMART BEACON MARKET IN ROW, BY REGION, 2014–2023 (USD MILLION)

Table 58 SMART BEACON MARKET IN ROW, BY BEACON STANDARD, 2014–2023 (USD MILLION)

Table 59 SMART BEACON MARKET IN ROW, BY OFFERING, 2014–2023 (USD MILLION)

Table 60 SMART BEACON MARKET IN ROW, BY END USE, 2014–2023 (USD MILLION)

Table 61 MARKET RANK OF PLAYERS IN SMART BEACON MARKET, 2016

Table 62 10 MOST RECENT PRODUCT LAUNCHES IN SMART BEACON MARKET

Table 63 FUNDINGS, AND MERGERS AND ACQUISITIONS IN SMART BEACON MARKET

Table 64 10 MOST RECENT PARTNERSHIPS IN SMART BEACON MARKET

Table 65 CONTRACTS & AGREEMENTS IN SMART BEACON MARKET

Table 66 EXPANSIONS IN SMART BEACON MARKET

List Of Figures

LIST OF FIGURES

Figure 1 SEGMENTATION OF SMART BEACON MARKET

Figure 2 SMART BEACON MARKET: RESEARCH DESIGN

Figure 3 BOTTOM-UP APPROACH TO ARRIVE AT MARKET SIZE

Figure 4 TOP-DOWN APPROACH TO ARRIVE AT MARKET SIZE

Figure 5 DATA TRIANGULATION

Figure 6 SMART BEACON MARKET, 2014–2023 (USD MILLION)

Figure 7 SMART BEACON MARKET, BY BEACON STANDARD, 2017 VS. 2023 (USD MILLION)

Figure 8 SMART BEACON MARKET, BY CONNECTIVITY TYPE, 2014–2023 (USD MILLION)

Figure 9 SMART BEACON MARKET, BY OFFERING, 2017 VS. 2023 (USD MILLION)

Figure 10 SMART BEACON MARKET, BY END USE (2015, 2017, & 2023)

Figure 11 SMART BEACON MARKET, BY REGION (2016)

Figure 12 SMART BEACON MARKET TO WITNESS A RAPID GROWTH DUE TO GROWING ADOPTION OF SMARTPHONE IN DEVELOPING REGION

Figure 13 EDDYSTONE LIKELY TO SURPASS IBEACON AND OTHER BEACON STANDARDS BY 2023

Figure 14 RETAIL TO HOLD LARGEST SIZE OF SMART BEACON MARKET BY 2023

Figure 15 RETAIL HELD LARGEST SHARE OF SMART BEACON MARKET IN EUROPE IN 2016

Figure 16 US HELD LARGEST SHARE IN SMART BEACON MARKET IN 2016

Figure 17 GROWING NEED FOR SPATIAL DATA TO BE USED IN ANALYTICS DRIVES SMART BEACON MARKET

Figure 18 TOP 10 COUNTRIES WITH HIGH SMARTPHONE PENETRATION, 2015

Figure 19 VALUE CHAIN ANALYSIS

Figure 20 SMART BEACON MARKET FOR EDDYSTONE TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 21 SMART BEACON MARKET FOR HYBRID CONNECTIVITY TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

Figure 22 SMART BEACON MARKET FOR SERVICE TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 23 SMART BEACON MARKET FOR TRANSPORTATION AND LOGISTICS TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

Figure 24 GEOGRAPHIC SNAPSHOT OF SMART BEACON MARKET

Figure 25 SNAPSHOT: SMART BEACON MARKET IN NORTH AMERICA

Figure 26 SNAPSHOT: SMART BEACON MARKET IN EUROPE

Figure 27 SNAPSHOT: SMART BEACON MARKET IN APAC

Figure 28 SNAPSHOT: SMART BEACON MARKET IN ROW

Figure 29 KEY DEVELOPMENTS ADOPTED BY THE LEADING PLAYERS IN SMART BEACON MARKET BETWEEN JANUARY 2015 AND OCTOBER 2017

Figure 30 CISCO: COMPANY SNAPSHOT

I would like to order

Product name: Smart Beacon Market by Beacon Standard (iBeacon, Eddystone), Connectivity Type, Offering (Hardware, Software, Service), End Use (Retail, Transportation and Logistics, Public Gathering and Spaces), and Geography - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/S90CA8438F8EN.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/S90CA8438F8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970