

# Indoor Location - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Indoor Location Market size is estimated at USD 12.02 billion in 2024, and is expected to reach USD 35 billion by 2029, growing at a CAGR of 23.82% during the forecast period (2024-2029).

### Key Highlights

Indoor positioning systems (IPS) are stepping in where traditional GPS falls short, especially in complex environments like multistory buildings, airports, and underground parking lots. These systems, comprising a network of devices, are proving crucial in pinpointing people or objects.

Businesses, irrespective of their size, are increasingly turning to indoor location systems for enhanced precision. These systems not only aid in precise tracking but also assist production facilities in optimizing their floor space. The surge in applications leveraging beacons, Bluetooth BLE tags, and even integrating with camera equipment, point-of-sale (POS) systems, and digital signage is propelling the indoor location market's growth.

Businesses are swiftly adopting cloud computing and IoT for streamlined operations, with the healthcare sector leading the charge. The sector is poised for substantial growth as healthcare IoT applications align more closely with medical needs.

Furthermore, the market for indoor spaces is expected to expand, driven by the rising demand for smartphones with advanced applications, the push for digitalization, and ongoing technology enhancements.

However, challenges loom. Incompatibilities among infrastructures, interoperability issues, and concerns over data security are casting shadows on end users. Additionally, maintenance challenges could impede market growth.

Responding to the COVID-19 pandemic, companies began increasingly monitoring employee interactions to curb potential infection clusters. Many indoor solution providers rolled out new products or enhanced existing ones, catering to the surging demand for contact tracing solutions during the pandemic.

## Indoor Location Market Trends

### Transportation and Logistics Vertical to Hold a Dominant Market Share

The growth can be attributed to the demand for mobile assistance for passengers at airports and railway stations to find restaurants and shops in airports, and trains have been attributed to the need to find them in the right place.

The use of indoor location solutions in the transport sector will help to understand consumer behavior. It provides valuable data that may be used to develop more detailed advertising campaigns, select suitable locations, and optimize services. By choosing an indoor location solution, the transport industry can also trace missing equipment and ensure effective inventory control to reduce audit costs.

The need to monitor and recognize the physical location to save time lost in asset management is a key driver for developing an indoor positioning solution within the logistics sector. A company can organize and decipher complex plans with location analytics tools, enabling it to gain insight and engage with them quickly.

Complicated, continuously running operations and capital-intensive processes are needed to make the transport and logistics sector a success. It is important for the logistics sector to identify storage facilities. The logistics industry has also adopted the requirement to monitor and locate assets in order to reduce waste of time during asset location management, as well as promote solutions for indoor locations.

The company can use location analysis tools to organize and analyze detailed plans, which will enable them to gain insight in order to improve their interactions with customers.

## North America to Hold the Highest Market Share During the Forecast Period

It is expected that North America will account for a significant share of the indoor location market due to the increasing number of smartphones in this region and the development of Internet of Things technologies. North America is also the second most important market for tablets, smartphones, and navigation systems on commercial vehicles compared to being the world's leading producer of airplanes and a major manufacturer of aerospace and maritime navigational equipment.

The United States has a large market share in nearly all sectors of end users in North America, with the exception of consumer electronics. In this country, the penetration rate of smartphones and their sales is remarkable.

According to the GSMA, the North American mobile industry will be worth USD 333 billion in 2025, which would make it the world's largest mobile market by a margin of 50% over China. Sales are expected to increase even further in view of the country's planned transition toward 5G services. By the end of this year, 24% will be on 5G networks in Africa, and by 2025, it is expected to reach 46 % or 200 million connections.

As a result of the growing adoption of smartphones and changes in consumer behavior when purchasing mobiles, entrepreneurs and existing companies are taking steps to develop locational services that will engage indoor users throughout the region. By using indoor location technology, retailers are enhancing their customers' experience and providing appropriate product or place navigation.

Two other important factors supporting the growth of the market for indoor locations in North America are increasing investments in developing new technologies and using indoor location solutions. Market growth is also expected to be driven by the growing number of indoor location companies in different regions.

## Indoor Location Industry Overview

The indoor location market is fragmented due to continuous research, and technological advancements are anticipated to be the principal trends in the market. The firms are adopting diverse strategies to increase their customer base and mark their presence in the market.

March 2024: Arista, one of the global leaders in real-time location services (RTLS), announced that Gartner Inc. had recognized it as a "Leader" in the 2024 Magic Quadrant for Indoor Location Services. AiRISTA is committed to increasing the value of RTLS investments by empowering customer workflows with location insights. It combines Wi-Fi, Bluetooth low energy (BLE), cellular, infrared (IR), passive RFID, and condition-sensing to increase process efficiency, improve team coordination, and provide staff safety.

January 2024: Tack One announced the Tack GPS Plus at the Consumer Electronics Show (CES) 2024. This next-generation global tracker redefines the way location technology can be applied to consumers' daily needs as well as commercial and at-scale applications, including indoor and outdoor location services, enhanced care, safety for patients with Alzheimer's disease, and disaster management and preparedness.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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