

IoT Retail - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global IoT Retail Market is accounted for \$22.45 million in 2017 and is expected to reach \$112.19 million by 2026 growing at a CAGR of 19.5% during the forecast period. The use of e-commerce platforms is rapidly growing, increasing internet ubiquity and the emergence of the cloud platform are some of the factors fuelling the market growth. However, lack of common standards, skill gap, and security and privacy concerns are restraining the market growth.

The Internet of Things (IoT) in retail has helped retailers in attaining enhanced customer experience and increased revenue. IoT in retail is majorly used to manage inventory, track theft and loss, mobile payments, shopper intelligence, and advertising and marketing inventory.

Based on Solution, The hardware segment is estimated to have a lucrative growth during the forecast period. The proliferation of connected devices is offering a significant opportunity to manufacturers. Reduction in the total cost of ownership and improved return on investments offered by IoT-based hardware devices are expected to increase their adoption over the coming years. The low cost associated with these devices, along with quick transactions, help in meeting targeted sales and improving labor efficiency, which in turn is expected to fuel market growth. By Geography, North America is likely to have a huge demand due to increased spending on product monitoring and supply chain monitoring. The most advanced consumer economy, the U.S. leads the market with some of the world's largest retailers, including big box dominators such as Walmart and e-commerce pioneers such as Amazon.

Some of the key players profiled in the IoT Retail market include Oracle, ARM Holdings Plc., Intel corporation, Microsoft Inc., Allerin Tech Pvt. Ltd, Losant IOT Inc., Cisco systems Inc., SAP, Google Inc., Impinj Inc., IBM corporation, Apple, Bosch, AT&T, Honeywell, Fujitsu, General Electric, Samsung, Qualcomm and Siemens.

Hardware Covered:

Wearable's

Beacons

Sensors

Radio-Frequency Identification (RFID) Tags

Solutions Covered:

Software

Hardware

Communications

Other Solutions

Technologies Covered:

Near Field Communication

Bluetooth Low Energy

Zigbee

Other Technologies

Services Covered:

Managed Services

Professional Services

End Users Covered:

Big Box Retailers

E-Commerce Providers

Medium & Small Retailers

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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