

Micro-Location Technology - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Micro-Location Technology Market is accounted for \$9.54 billion in 2017 and is expected to reach \$55.43 billion by 2026 growing at a CAGR of 21.6% during the forecast period. The market is propelling due to the high return on investment and increasing adoption of mobile devices. However, the lack of interoperability is restraining the market.

Micro-location technologies make easy the tracking of objects and people in real time, usually in indoor applications such as inside a building. This technology is also used for wirelessly promotion content to a mobile/portable device of users that are in close proximity to a business site.

Based on Technology, Ultra-Wideband (UWB) segment held a significant market share during the forecast period. This is highly positive in high-intensity operations in the healthcare and industrial verticals. By geography, North America is anticipated to grow during the forecast period due to adoption ideal communication channel for businesses to reach customers.

Some of the key players in the market are Apple, Aruba Networks (HP Enterprise), Bluecats, Bluvision (Hid Global Corporation), Camco Technologies, Centrak, Cisco Systems, Decawave, Estimote, Gimbal (Mobile Majority), Google, Humatics Corporation, Kontakt.io, Inc., Redpine Signals, Ruckus Networks, Sewio Networks, Siemens (Agilion), Ubisense Group and Visible Assets.

Offerings Covered:

Software

Services

Hardware

Applications Covered:

Proximity Marketing

Asset Management

Technologies Covered:

Bluetooth Low Energy

Impulse Radio

Radio-Frequency Identification

Ultrasound

Ultra-Wideband (UWB)

Wi-Fi

Other Technologies

End Users Covered:

Transportation and Logistics

Sports and Entertainment

Retail and E-Commerce

Industrial

Hospitality

Healthcare

Government, Defense, and Public

Banking, Financial Services and Insurance (BFSI)

Other End Users

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

Market share analysis of the top industry players

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 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 client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

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

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NOTE: Tables for North America, Europe, Asia Pacific, South America and, Middle East & Africa are represented in the same manner above.

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