

Global Indoor Location Market, By Component (Hardware, Solution, Services), By Deployment (Cloud, On-premise), By Organization Size (SMEs, Large Enterprise), By Technology (Radio Frequency (RF) Based, Tag-Based, Others), By Application (Customer Experience Management, Inventory Management, Predictive Asset Analytics, Remote Monitoring, Sales & Marketing Optimization, Others), By End-user (Retail, Travel & Hospitality, Entertainment, Transportation & Logistics, Government & Public Sector, Manufacturing, Healthcare, and Others), By Region, Competition, Forecast & Opportunities, 2025

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Abstracts

Global indoor location market is expected to grow at a formidable rate of around 16% during 2020 - 2025. The global indoor location market is driven by the rising integration of beacons in cameras, LED lightings, POS devices and digital signage. Also, proliferation of smartphones, connected devices, and location-based applications among customers and inefficiency of the GPS in an indoor environment are boosting the indoor location market. However, data and security concerns are negatively impacting the market. Moreover, lack of skills and awareness about indoor location technologies tend to restrict the growth of the market.

The global indoor location market is segmented based on component, deployment,

organization, technology, application, end-user, company and region. Based on component segmentation, the market can be categorized into hardware, service and solution. The solution segment is expected to dominate the market over the next five years.

Regionally, the indoor location market has been segmented into Asia-Pacific, North America, South America, Europe, and Middle East & Africa. Among these regions, North America is expected to dominate the indoor location market majorly due to increasing improvements in the region's IT infrastructure.

Major players operating in indoor location market include Apple Inc, Broadcom., Cisco Systems, Inc., Telefonaktiebolaget LM Ericsson, GeoMoby, Google LLC, HERE (Micello, Inc.), Microsoft, Qualcomm Technologies, Inc., Senion, among others. All the leading market players are increasing their focus on developing advanced technologies to stay competitive in the market.

Years considered for this report:

Historical Years: 2015 - 2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021 - 2025

Objective of the Study:

To analyze and estimate the market size of global indoor location market from 2015 to 2018.

To estimate and forecast the market size of global Indoor Location market from 2019 to 2025 and growth rate until 2025.

To classify and forecast global indoor location market-based component, deployment, organization size, technology, application, end-users, company and regional distribution.

To identify dominant region or segment in the global indoor location market.

To identify drivers and challenges for global indoor location market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global indoor location market.

To identify and analyze the profile of leading players operating in global indoor location market.

To identify key sustainable strategies adopted by market players in global indoor location market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of major market player operating across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the market players which could not be identified due to the limitations of secondary research.

TechSci Research calculated the market size of global indoor location market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product Component and Application for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Indoor location players and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to indoor location technologies

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers, suppliers and partners, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global indoor location market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Component:

Hardware

Service

Solution

Market, By Deployment:

Cloud

On-premises

Market, By Organization Component:

SMEs

Large Enterprises

Market, By Technology:

Radio Frequency (RF)-Based

Tag-Based

Others

Market, By Application:

Customer Experience Management

Inventory Management

Predictive Asset Analytics

Remote Monitoring

Sales & Marketing Optimization

Others

Market, By End-user:

Retail

Travel and Hospitality

Entertainment

Transportation and Logistics

Government and Public Sector

Manufacturing

Healthcare

Others

Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

Japan

India

Singapore

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global Indoor Location market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON GLOBAL INDOOR LOCATION MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

6. GLOBAL INDOOR LOCATION MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Component (Hardware, Solution, Services)

6.2.2. By Technology (Radio Frequency (RF)-Based, Tag-based, Others)

6.2.3. By Deployment Type (Cloud, On-Premises)

6.2.4. By Organization Size (SMEs, Large Enterprises)

6.2.5. By Service (Professional, Managed)

6.2.6. By Application (Customer Experience Management, Inventory Management, Predictive Asset Analytics, Remote Monitoring, Sales & Marketing Optimization, Others)

6.2.7. By End-user (Retail, Travel & Hospitality, Entertainment, Transportation & Logistics, Government & Public Sector, Manufacturing, Healthcare, and Others)

6.2.8. By Company (2019)

6.2.9. By Region

6.3. Product Market Map

7. ASIA-PACIFIC INDOOR LOCATION MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Component

7.2.2. By Technology

7.2.3. By Deployment Type

7.2.4. By Organization Size

- 7.2.5. By Application
- 7.2.6. By End-user
- 7.2.7. By Country
- 7.3. Asia-Pacific: Country Analysis
 - 7.3.1. China Indoor Location Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Technology
 - 7.3.1.2.2. By Application
 - 7.3.1.2.3. By End-user
 - 7.3.2. India Indoor Location Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Technology
 - 7.3.2.2.2. By Application
 - 7.3.2.2.3. By End-user
 - 7.3.3. Japan Indoor Location Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Technology
 - 7.3.3.2.2. By Application
 - 7.3.3.2.3. By End-user
 - 7.3.4. South Korea Indoor Location Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Technology
 - 7.3.4.2.2. By Application
 - 7.3.4.2.3. By End-user
 - 7.3.5. Singapore Indoor Location Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Technology
 - 7.3.5.2.2. By Application
 - 7.3.5.2.3. By End-user

8. EUROPE INDOOR LOCATION MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Component

8.2.2. By Technology

8.2.3. By Deployment Type

8.2.4. By Organization Size

8.2.5. By Application

8.2.6. By End-user

8.2.7. By Country

8.3. Europe: Country Analysis

8.3.1. France Indoor Location Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Technology

8.3.1.2.2. By Application

8.3.1.2.3. By End-user

8.3.2. Germany Indoor Location Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Technology

8.3.2.2.2. By Application

8.3.2.2.3. By End-user

8.3.3. United Kingdom Indoor Location Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Technology

8.3.3.2.2. By Application

8.3.3.2.3. By End-user

8.3.4. Italy Indoor Location Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Technology
- 8.3.4.2.2. By Application
- 8.3.4.2.3. By End-user
- 8.3.5. Spain Indoor Location Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Technology
 - 8.3.5.2.2. By Application
 - 8.3.5.2.3. By End-user

9. NORTH AMERICA INDOOR LOCATION MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Component
 - 9.2.2. By Technology
 - 9.2.3. By Deployment Type
 - 9.2.4. By Organization Size
 - 9.2.5. By Application
 - 9.2.6. By End-user
 - 9.2.7. By Country
- 9.3. North America: Country Analysis
 - 9.3.1. United States Indoor Location Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Technology
 - 9.3.1.2.2. By Application
 - 9.3.1.2.3. By End-user
 - 9.3.2. Mexico Indoor Location Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Technology
 - 9.3.2.2.2. By Application
 - 9.3.2.2.3. By End-user
 - 9.3.3. Canada Indoor Location Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Technology

9.3.3.2.2. By Application

9.3.3.2.3. By End-user

10. SOUTH AMERICA INDOOR LOCATION MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Component

10.2.2. By Technology

10.2.3. By Deployment Type

10.2.4. By Organization Size

10.2.5. By Application

10.2.6. By End-user

10.2.7. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Indoor Location Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Technology

10.3.1.2.2. By Application

10.3.1.2.3. By End-user

10.3.2. Argentina Indoor Location Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Technology

10.3.2.2.2. By Application

10.3.2.2.3. By End-user

10.3.3. Colombia Indoor Location Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Technology

10.3.3.2.2. By Application

10.3.3.2.3. By End-user

11. MIDDLE EAST AND AFRICA INDOOR LOCATION MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Component

11.2.2. By Technology

11.2.3. By Deployment Type

11.2.4. By Organization Size

11.2.5. By Application

11.2.6. By End-user

11.2.7. By Country

11.3. MEA: Country Analysis

11.3.1. South Africa Indoor Location Market Outlook

11.3.1.1. Market Size & Forecast

11.3.1.1.1. By Value

11.3.1.2. Market Share & Forecast

11.3.1.2.1. By Technology

11.3.1.2.2. By Application

11.3.1.2.3. By End-user

11.3.2. Saudi Arabia Indoor Location Market Outlook

11.3.2.1. Market Size & Forecast

11.3.2.1.1. By Value

11.3.2.2. Market Share & Forecast

11.3.2.2.1. By Technology

11.3.2.2.2. By Application

11.3.2.2.3. By End-user

11.3.3. UAE Indoor Location Market Outlook

11.3.3.1. Market Size & Forecast

11.3.3.1.1. By Value

11.3.3.2. Market Share & Forecast

11.3.3.2.1. By Technology

11.3.3.2.2. By Application

11.3.3.2.3. By End-user

11.3.4. Kuwait Indoor Location Market Outlook

11.3.4.1. Market Size & Forecast

- 11.3.4.1.1. By Value
- 11.3.4.2. Market Share & Forecast
 - 11.3.4.2.1. By Technology
 - 11.3.4.2.2. By Application
 - 11.3.4.2.3. By End-user

12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Apple Inc.
- 14.2. Broadcom Inc.
- 14.3. Cisco Systems, Inc.
- 14.4. Telefonaktiebolaget LM Ericsson
- 14.5. GeoMoby
- 14.6. Google LLC
- 14.7. HERE (Micello, Inc.)
- 14.8. Microsoft
- 14.9. Qualcomm Technologies, Inc.
- 14.10. Senion

15. STRATEGIC RECOMMENDATIONS

List Of Tables

LIST OF TABLES

Table 1: Number of Data Breach and Record Exposed By Industry, 2017 & 2019

Table 2: United States Indoor Location Market, By Value (USD Million), 2015-2025F

Table 3: Canada Indoor Location Market, By Value (USD Million), 2015-2025F

Table 4: Mexico Indoor Location Market, By Value (USD Million), 2015-2025F

Table 5: France Indoor Location Market, By Value (USD Million), 2015-2025F

Table 6: Germany Indoor Location Market, By Value (USD Million), 2015-2025F

Table 7: United Kingdom Indoor Location Market, By Value (USD Million), 2015-2025F

Table 8: Italy Indoor Location Market, By Value (USD Million), 2015-2025F

Table 9: Spain Indoor Location Market, By Value (USD Million), 2015-2025F

Table 10: China Indoor Location Market, By Value (USD Million), 2015-2025F

Table 11: India Indoor Location Market, By Value (USD Million), 2015-2025F

Table 12: Japan Indoor Location Market, By Value (USD Million), 2015-2025F

Table 13: Australia Indoor Location Market, By Value (USD Million), 2015-2025F

Table 14: South Korea Indoor Location Market, By Value (USD Million), 2015-2025F

Table 15: Brazil Indoor Location Market, By Value (USD Million), 2015-2025F

Table 16: Argentina Indoor Location Market, By Value (USD Million), 2015-2025F

Table 17: Colombia Indoor Location Market, By Value (USD Million), 2015-2025F

Table 18: South Africa Indoor Location Market, By Value (USD Million), 2015-2025F

Table 19: South Arabia Indoor Location Market, By Value (USD Million), 2015-2025F

Table 20: UAE Indoor Location Market, By Value (USD Million), 2015-2025F

List Of Figures

LIST OF FIGURES

Figure 1: Global Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 2: Global Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 3: Global Indoor Location Market Share, By Organization Size, By Value, 2015-2025F

Figure 5: Global Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 6: Global Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 7: Global Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 8: Global Indoor Location Market Share, By Region, By Value, 2019 & 2025F

Figure 9: Global Indoor Location Market Share, By Company, By Value, 2019

Figure 10: Global Indoor Location Component Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 11: Global Indoor Location Organization Size Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 12: Global Indoor Location Deployment Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 13: Global Indoor Location Application Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 14: Global Indoor Location End-user Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 15: Region Map on the Basis of Market Size (USD Million) & Growth Rate (%), 2019

Figure 16: North America Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 17: North America Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 19: North America Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 20: North America Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 21: North America Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 22: North America Indoor Location Market Share, By Country, By Value, 2019 & 2025F

Figure 23: United States Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 24: United States Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 25: United States Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 26: United States Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 27: United States Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 28: Canada Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 29: Canada Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 30: Canada Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 31: Canada Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 32: Canada Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 33: Mexico Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 34: Mexico Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 35: Mexico Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 36: Mexico Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 37: Mexico Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 38: Europe Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 39: Europe Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 40: Europe Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 41: Europe Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 42: Europe Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 43: Europe Indoor Location Market Share, By Country, By Value, 2019 & 2025F

Figure 44: France Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 45: France Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 46: France Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 47: France Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 48: France Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 49: Germany Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 50: Germany Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 51: Germany Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 52: Germany Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 53: Germany Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 54: United Kingdom Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 55: United Kingdom Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 56: United Kingdom Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 57: United Kingdom Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 58: United Kingdom Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 59: Italy Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 60: Italy Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 61: Italy Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 62: Italy Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 63: Italy Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 64: Spain Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 65: Spain Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 66: Spain Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 67: Spain Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 68: Spain Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 69: Rest of Europe Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 70: Rest of Europe Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 71: Rest of Europe Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 72: Rest of Europe Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 73: Rest of Europe Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 74: Asia-Pacific Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 75: Asia-Pacific Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 76: Asia-Pacific Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 77: Asia-Pacific Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 78: Asia-Pacific Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 79: Asia-Pacific Indoor Location Market Share, By Country, By Value, 2019 & 2025F

Figure 80: China Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 81: China Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 82: China Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 83: China Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 84: China Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 85: India Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 86: India Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 87: India Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 88: India Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 89: India Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 90: Japan Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 91: Japan Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 92: Japan Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 93: Japan Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 94: Japan Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 95: Singapore Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 96: Singapore Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 97: Singapore Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 98: Singapore Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 99: Singapore Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 100: South Korea Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 101: South Korea Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 102: South Korea Indoor Location Market Share, By Deployment, By Value,

2015-2025F

Figure 103: South Korea Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 104: South Korea Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 105: Middle East & Africa Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 106: Middle East & Africa Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 107: Middle East & Africa Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 108: Middle East & Africa Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 109: Middle East & Africa Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 110: Middle East & Africa Indoor Location Market Share, By Country, By Value, 2019 & 2025F

Figure 111: Saudi Arabia Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 112: Saudi Arabia Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 113: Saudi Arabia Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 114: Saudi Arabia Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 115: Saudi Arabia Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 116: South Africa Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 117: South Africa Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 118: South Africa Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 119: South Africa Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 120: South Africa Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 121: UAE Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 122: UAE Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 123: UAE Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 124: UAE Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 125: UAE Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 126: South America Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 127: South America Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 128: South America Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 129: South America Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 130: South America Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 131: South America Indoor Location Market Share, By Country, By Value, 2019 & 2025F

Figure 132: Brazil Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 133: Brazil Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 134: Brazil Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 135: Brazil Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 136: Brazil Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 137: Argentina Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 138: Argentina Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 139: Argentina Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 140: Argentina Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 141: Argentina Indoor Location Market Share, By End-user, By Value, 2015-2025F

Figure 142: Colombia Indoor Location Market Size, By Value, 2015-2025F (USD Million)

Figure 143: Colombia Indoor Location Market Share, By Component, By Value, 2015-2025F

Figure 144: Colombia Indoor Location Market Share, By Deployment, By Value, 2015-2025F

Figure 145: Colombia Indoor Location Market Share, By Application, By Value, 2015-2025F

Figure 146: Colombia Indoor Location Market Share, By End-user, By Value,

2015-2025F

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