

Asia Pacific Real-Time Location Systems Market Forecast to 2030 – COVID-19 Impact and Regional Analysis – by Offering (Hardware, Software, and Services); Technology [Radio Frequency Identification (RFID), Ultra-wideband (UWB), Bluetooth Low Energy (BLE), Ultrasound, Infrared (IR), GPS, Wi-Fi, ZigBee]; Industry Vertical (Heavy Industries, Manufacturing, Retail, Oil & Gas, Automotive, Construction, Government and Defense, Logistics, Others); and Application (Personnel/Staff Locating and Monitoring, Access Control and Security, Environmental Monitoring, Warehouse Management and Monitoring, Supply Chain Management and Operational Automation/Visibility, Others)

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Abstracts

The Asia Pacific real-time location systems market is expected to grow from US\$ 1,494.50 million in 2023 to US\$ 9,513.81 million by 2030. It is estimated to grow at a CAGR of 30.3% from 2023 to 2030.

Emergence of 5G Drive Asia Pacific Real-Time Location Systems Market.

The 5G network is 100 times faster than the 4G network, making real-time data acquisition easier. As the 5G network provides strong connectivity and high-speed data

transfer, its demand is increasing across the world. According to Groupe Speciale Mobile Association (GSMA), 5G penetration across the world is expected to reach 54% by 2030 from 17% in 2022. As 5G is the critical new-generation network technology that can enable innovation and support digital transformation, its demand is increasing across the world. Therefore, the governments of various countries are investing in 5G infrastructure. Similarly, in January 2021, the government of South Korea announced that they would increase the coverage of the next-generation mobile networks, particularly 5G, to 85 cities this year from the current seven major cities. It invested around US\$ 115.89 million (127.9 billion won) in 2021 to encourage the use of private 5G networks. Growing investments in 5G will help improve connectivity and acquire real-time data, including real-time location tracking, which can be used for various applications, from navigation to emergency services. Therefore, the emergence of 5G network is expected to create lucrative opportunities for the Asia Pacific real-time location systems market during the forecast period.

Asia Pacific Real-Time Location Systems Market Overview

The real-time location system market in Asia Pacific is segmented into China, India, Japan, Australia, South Korea, and the Rest of Asia Pacific. Vast industrialization, low labor costs, positive economic developments, favorable economic policies, and increasing foreign institutional investments (FIIs) and foreign direct investments (FDIs) make APAC a significant contributor to the growth of various industries, such as automotive, manufacturing, and electronics. Further, the governments of developing countries have been establishing initiatives such as Made in China 2025 and Make in India, to promote the establishment of manufacturing plants and make the respective countries self-sufficient and capable of exporting surplus goods.

According to the International Air Transport Association (IATA), Asia Pacific leads the growth of the e-commerce market globally, with China accounting for a significant percentage of the growth. As per the International Trade Administration, the e-commerce market of China is the largest in the world and generates almost 50% of the world's transactions. Similarly, the e-commerce market in other countries in APAC is also witnessing significant growth. For instance, according to International Trade Administration, Australia—the eleventh-largest e-commerce market in the world—is expected to reach US\$ 32.3 billion by 2024. According to the India Brand Equity Foundation (IBEF), the e-commerce market in India is expected to reach US\$ 188 billion by 2025. In addition, the governments of various countries in APAC are taking various initiatives to boost the growth of the e-commerce industry. For instance, to promote e-commerce usage and increase the trade of domestic products, the

Indonesian government organizes a National Online Shopping Day (Harbolnas) every year. The implementation of Harbolnas has seen a significant increase in transaction volume in 2021, recording transactions totaling US\$ 1.16 billion, an increase of 56% from 2020. Moreover, the increasing competitive landscape, growing middle-class population, and rising penetration of digital technology and smartphones are anticipated to bolster the growth of online retail in the coming years. Thus, the growth of the e-commerce market in the region propels the demand for real-time location systems to keep track of orders, which is boosting the growth of the real-time location system market in Asia Pacific.

Asia Pacific Real-Time Location Systems Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Real-time location systems market Segmentation

The Asia Pacific real-time location systems market is segmented into offering, technology, industry vertical, application, and country.

Based on offering, the Asia Pacific real-time location systems market is segmented into hardware, software, and services. In 2023, the hardware segment registered a largest share in the Asia Pacific real-time location systems market.

Based on technology, the Asia Pacific real-time location systems market is segmented into radio frequency identification (RFID), ultra-wideband (UWB), Bluetooth low energy (BLE), ultrasound, infrared (IR), gps, wi-fi, ZigBee. In 2023, the Bluetooth low energy (BLE) segment registered a largest share in the Asia Pacific real-time location systems market.

Based on industry vertical, the Asia Pacific real-time location systems market is segmented into heavy industries, manufacturing, retail, oil & gas, automotive, construction, government and defense, logistics, and others. In 2023, the retail segment registered a largest share in the Asia Pacific real-time location systems market.

Based on application, the Asia Pacific real-time location systems market is segmented into personnel/staff locating and monitoring, access control and security, environmental monitoring, warehouse management and monitoring, supply chain management and operational automation/visibility, others. In 2023, the supply chain management and operational automation/visibility segment registered a largest share in the Asia Pacific real-time location systems market.

Based on country, the Asia Pacific real-time location systems market is segmented into Australia, China, India, Japan, South Korea, Indonesia, Singapore, Malaysia, Taiwan, and the Rest of Asia Pacific. In 2023, China segment registered a largest share in the Asia Pacific real-time location systems market.

Aruba Networks, AiRISTA Flow Inc, Qorvo Inc, Siemens AG, Zebra Technologies Corp, Sonitor Technologies AS, Ubisense Ltd, Stanley Black & Decker Inc, and Impinj Inc are the leading companies operating in the Asia Pacific real-time location systems market.

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Figure 52. Singapore: Real-Time Location Systems Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 53. Malaysia: Real-Time Location Systems Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 54. Taiwan: Real-Time Location Systems Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 55. Rest of APAC: Real-Time Location Systems Market – Revenue and Forecast to 2030 (US\$ Million)

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