

**Middle East & Africa Real-Time Location Systems  
Market Forecast to 2030 –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, and ZigBee];  
Industry Vertical (Heavy Industries, Manufacturing,  
Retail, Oil & Gas, Automotive, Construction,  
Government and Defense, Logistics, and 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, and Others)**

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## **Abstracts**

The Middle East & Africa real-time location systems market is expected to grow from US\$ 590.56 million in 2023 to US\$ 2,665.38 million by 2030. It is estimated to grow at a CAGR of 24.0% from 2023 to 2030.

Growing Use of RTLS in Healthcare Sector Drive Middle East & Africa Real-Time Location Systems Market.

In the healthcare sector, RTLS is used to maintain patient safety and provide great experience and satisfaction. The technology can assist in tracking patient flow for throughput management, which can further help to recognize and address bottlenecks.

It can also help to find solutions for the problems such as long waiting times; overcrowding in emergency rooms, outpatient clinics, and post-anesthesia care units; delay or rescheduling of surgeries; and shortage of beds for patients. RTLS technology is used in everyday operations or emergencies at hospitals to locate hospital assets such as beds, equipment, wheelchairs, and others quickly and reliably. In emergencies and when the hospital is nearing capacity, RTLS can help notify the availability of a bed when a patient is discharged. Through this, hospitals can achieve up to 50% faster bed turnover times. In addition, the technology can assist in keeping track of medical devices such as IV pumps, ICU ventilators, and defibrillators to ensure their availability when needed, thus can help to save the life of critical patients. Furthermore, by using RTLS, patients or staff members can be tracked. For instance, patients suffering from mental distress who must be watched closely can be easily tracked through RTLS technology if they wander away from their treatment area or into other parts of the facility. The RTLS-embedded solution will send an alert whenever patients cross a virtual boundary into an unauthorized area. It can provide a high level of security to patients and reduce the time of staff members, which should be devoted to directly monitoring these patients. As the RTLS technology can help track assets and patients, its demand is expected to increase in the healthcare sector during the forecast period.

#### Middle East & Africa Real-Time Location Systems Market Overview

The Middle East & Africa real-time location system market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. With the rising proliferation of smartphones, coupled with the expansion of internet connectivity across the Middle East, there is a noteworthy increase in online shopping in the region. Additionally, several countries in the MEA have a large internet user base. For instance, according to the Digital 2023: The United Arab Emirates report, in early 2023, there were ~9.38 million internet users in the UAE, indicating a 99.0% internet penetration rate. Similarly, according to the bulletin of the General Authority for Statistics (GASTAT), the rate of internet users in Saudi Arabia jumped to 94.3% in 2022, which is an increase of 1.4% from 2021. The increase in internet users in the region is expected to fuel the growth of the e-commerce industry in the MEA. According to the International Trade Administration, by 2024, the number of Saudi internet users for e-commerce is expected to reach 33.6 million, an increase of 42% from 2019. Similarly, the e-commerce market of the UAE jumped by 53% in 2020, with a record of US\$ 3.9 billion in e-commerce sales. Furthermore, other countries in the MEA, such as Bahrain, Kuwait, and Qatar, are adopting the e-retail mode of distribution, which is expected to influence the growth of the MEA real-time location system market in the coming years.

The oil & gas industry in the region is one of the largest industries, producing approximately one-third of the total oil production globally. According to the International Trade Administration, the UAE is among the world's top ten largest oil producers. Nearly

96% of the country's oil reserves, ~100 billion barrels, are in Abu Dhabi. The country also produces an average of 3.2 million barrels of petroleum and liquids per day. Similarly, Saudi Arabia has ~17% of the world's proven petroleum reserves, making the country one of the largest petroleum exporters. Also, Saudi Arabia has the second-largest proven oil reserves in the world. Due to the Russia-Ukraine war, many countries have banned business with Russia, which has fueled the growth of the oil & gas industry in the MEA. To cater to this rising demand for oil and gas, various drilling and exploration activities are carried out in the country. These activities need to be monitored properly to stop any mishaps from occurring. The RTLS solutions can help track personnel and assets' location, improving operational efficiency at the oil and gas exploration plants. Hence, growing e-commerce industry and increasing oil and gas exploration activities are expected to propel the growth of the real-time location system market during the forecast period.

Middle East & Africa Real-Time Location Systems Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Real-Time Location Systems Market Segmentation

The Middle East & Africa real-time location systems market is segmented into offering, technology, industry vertical, application, and country.

Based on offering, the Middle East & Africa real-time location systems market is segmented into hardware, software, and services. In 2023, the hardware segment registered a largest share in the Middle East & Africa real-time location systems market. Based on technology, the Middle East & Africa 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 Middle East & Africa real-time location systems market.

Based on industry vertical, the Middle East & Africa 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 Middle East & Africa real-time location systems market. Based on application, the Middle East & Africa 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 Middle East & Africa real-time location systems market.

Based on country, the Middle East & Africa real-time location systems market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. In 2023, the UAE segment registered a largest share in the Middle East & Africa

real-time location systems market.

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

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