

South America 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 South America real-time location systems market is expected to grow from US\$ 292.23 million in 2023 to US\$ 1,780.62 million by 2030. It is estimated to grow at a CAGR of 29.5% from 2023 to 2030.

Growing Use of RTLS in Healthcare Sector Drive South America 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.

South America Real-Time Location Systems Market Overview

The South America real-time location system market is segmented into Brazil, Argentina, and the Rest of South America. With government support and foreign direct investments in countries in SAM, the region is witnessing an increase in infrastructure development. This has led to the growing construction of manufacturing facilities, commercial complexes, shopping malls, hospitals, educational institutions and universities, and government offices. For instance, in October 2022, Ardagh Glass announced its plan to construct its Brazilian glass manufacturing facility. The construction was set to start in November 2022, and the facility is expected to be operational by the end of 2023. Similarly, in May 2023, VINCI Airports announced that it had started working on modernization and expansion of Boa Vista Airport in Roraima, Brazil. It will include full renovation of the runway and the doubling of the passenger terminal area by expanding the departure lounge. The construction work is expected to be completed in the second half of 2024. Such construction activities need real-time location system to locate the equipment and workers on sight, which help ensure everything runs smoothly. These developments are anticipated to flourish the growth of

the real-time location system market in the coming years. The automotive sector in the region is witnessing strong growth. It is seen that various global automobile players are expanding their manufacturing facilities in the region. For instance, in February 2022, Chinese automaker Chery announced its plan to produce battery electric vehicles (BEV) in Argentina, with a production target of 50,000 units annually. In addition, the region houses the manufacturing facilities of several automotive players, such as Fiat, General Motors, Honda, Volkswagen, Renault, and Peugeot. Thus, the growing automotive industry in the region is expected to fuel the demand for real-time location systems as they help improve inventory management, tool and equipment tracking, damage detection, and many more. Hence, the growth of construction and automotive industries is further expected to fuel the growth of the real-time location system market during the forecast period.

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

South America Real-time Location Systems Market Segmentation

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

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

Based on technology, the South America 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 South America real-time location systems market.

Based on industry vertical, the South America 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 South America real-time location systems market.

Based on application, the South America 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 South America real-time location systems market.

Based on country, the South America real-time location systems market is segmented into Brazil, Argentina, and the Rest of South America. In 2023, Brazil segment registered a largest share in the South America real-time location systems market.

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

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