

**BLE Beacon Market By by Type (iBeacon, Eddystone, Others), By Application (Proximity Marketing, Asset Tracking, Indoor Navigation, Others), By Industry Vertical (Retail, Healthcare, Travel and Tourism, BFSI, Automotive, Others): Global Opportunity Analysis and Industry Forecast, 2019-2030**

Market Report | 2022-09-01 | 296 pages | Allied Market Research

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**Report description:**

The global BLE beacon market was valued at \$1,950.7 million in 2019, and is projected to reach \$69,174.7 million by 2030, registering a CAGR of 36.9% from 2022 to 2030.

BLE beacons are discreet wireless transmitters that send signals to neighboring smart devices using low-energy Bluetooth technology. They are among the most recent advancements in proximity marketing and location technology. Smart beacons link and communicate data to smart devices, facilitating simpler and more precise location-based interactions and searches. One of the best ways to engage with customers in the real world is through BLE Beacons technology. On the basis of a person's position, beacons assist in triggering and delivering proximity campaigns to their phone.

BLE Beacons also make it possible to gather vital information about client behavior and raise engagement levels. Beacon technology might even enhance user experiences both in the front and back ends of practically any business, enhancing processes, gathering data, boosting sales, and providing distinctive customer experiences. They provide the greatest benefits to the marketing and retail sectors.

The most prominent factors that drive the BLE beacon market growth include an increase in advanced communication technologies, an increase in investments in proximity marketing, and a rise in the adoption of smart devices. However, lack of presence of technological resources, lack of awareness, and concerns toward privacy & security hamper its adoption, which acts as the major barrier to early adoption.

Furthermore, growing demand for smartphone usage and development in organized retail sectors are the factors anticipated to provide lucrative opportunities for the BLE beacon market during the forecast period. The global BLE beacon market is segmented on the basis of type, application, industry vertical, and region. On the basis of type, the market is divided into iBeacon, Eddystone,

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and others. The iBeacon segment was the highest revenue contributor to the market and is expected to grow at the highest CAGR throughout the forecast period.

By application, the market is segmented into proximity marketing, asset tracking, indoor navigation, and others. The proximity marketing segment was the highest revenue contributor to the market and is estimated to grow at a high CAGR throughout the forecast period. By industry vertical, the market is segregated into retail, healthcare, travel, tourism, BFSI, automotive, and others. The retail segment acquired the largest share in 2019 and is expected to grow at a high CAGR from 2022 to 2030. Region-wise, the BLE Beacon market is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, and the Rest of Europe), Asia-Pacific (China, India, Japan, South Korea, and, Rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). Currently, North America is dominating the market, owing to the large-scale adoption of the technology by various verticals, such as retail, backed by high penetration of mobile devices. Asia-Pacific is expected to dominate the BLE Beacon market till 2030, owing to investments in smart cities and the retail sector. Competitive analysis and profiles of the major BLE beacon market players, such as Accent Systems, Apple Inc, Bluvision, Estimote Inc, Google LLC, Hewlett Packard Enterprise Development LP, K2B Solutions, Kontakt.io, Onyx Beacon, and UFO Beacons are focusing their investments on technologically advanced, cost-effective, and more secure products and solutions for various applications.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the BLE beacon market analysis from 2019 to 2030 to identify the prevailing BLE beacon market opportunities.
- Market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- An in-depth analysis of the BLE beacon market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global BLE beacon market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Industry Vertical

- Retail
- Healthcare
- Travel and Tourism
- BFSI
- Automotive
- Others

##### By by Type

- iBeacon
- Eddystone
- Others

##### By Application

- Indoor Navigation
- Others
- Proximity Marketing
- Asset Tracking
- Asset Tracking
- BLE Readers
- BLE Tags

##### By Region

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- North America
- U.S.
- Canada
- Mexico
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest Of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest Of Asia-Pacific
- LAMEA
- Africa
- Latin America
- Middle East
- Key Market Players
- UFO Beacons
- Estimote Inc.
- K2B Solutions
- Apple Inc.
- Mobstac Inc
- Proximity Solutions
- JK Tech
- Bluecats
- Bluvision
- Onyx Beacon
- Kontakt
- GCell
- Google LLC (Alphabet)
- Accent Systems
- GeLo Inc.
- Hewlett Packard Enterprise
- MobileCoderz Technologies Pvt Ltd

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