

Indoor Location Market Size, Share, Growth Analysis, By Offering (Hardware, Solutions, Services), Technology (BLE, UWB, Wi-Fi), Application, Vertical (Retail, Healthcare & Pharmaceuticals, Manufacturing) and Region - Global Forecast to 2029

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Report description:

The Indoor location market is estimated at USD 11.9 billion in 2024 and is projected to reach USD 31.4 billion by 2029, at a CAGR of 21.4% from 2024 to 2029. Various key players in the ecosystem have led to a competitive and diverse market. Government initiatives for smart infrastructure are expected to drive the indoor location market in the coming years. The need for improving customer engagement in indoor environments such as shopping malls and hotels is a driver that is forcing organizations to integrate the indoor location technologies for wayfinding, marketing and information delivery. Another fact can be mentioned as the growth of smart buildings and IoT due to their importance to manage the spaces, increase security, and optimize energy consumption. Bluetooth Low Energy (BLE), Wi-Fi, Ultra-Wideband (UWB) and LiDAR have enabled enhanced accuracy and reduced costs, which has established increased usage by professions such as; health, logistics, and retail sectors.

"By applications, the supply chain management segment to hold the largest market size during the forecast period."

Enterprises are focusing a lot on warehouse management to enhance the productivity of the supply chain management. Indoor positioning helps in stock management and overall operational efficiency in supply chain management. When it comes to making supply, chains run smoother indoor tracking tech plays a big role in keeping tabs on goods. By putting tags on things like pallets, trolleys, and containers, businesses can see what's going on in their operations. This clear view helps them watch how production flows in real time and spot any hold-ups, which leads to faster turnaround times.

By applications, the remote monitoring segment is expected to register the fastest growth rate during the forecast period. A business-critical indoor location application needs constant monitoring to prevent any data loss. It is used to discover and fix anomalies before they become problems. Companies need to adopt remote monitoring applications to improve the overall system performance. Remote monitoring applications improve users' quality, experience, and convenience with various technologies like

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BLE, Wi-Fi, and UWB. The indoor remote monitoring solution is helpful in the healthcare industry in monitoring patients admitted to the hospital.

"Asia Pacific to register the highest growth rate during the forecast period."

The indoor location market in Asia Pacific is developing rapidly. Countries such as China, India, and Japan are adopting indoor location solutions rapidly due to the rapid growth and increase in urbanization. The increasing penetration of smartphones due to its large population increases the demand for better location-based solutions and services. Again, numerous firms are putting to use these location tracking methods in order to maximize productivity and promote the overall customer experience across most sectors, such as commerce, health care, and governance. Additionally, a continent-wide ray of possibilities for indoor location technology has emerged from increasing government initiatives for smart cities

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 35%, Tier 2 - 40%, and Tier 3 - 25%
- By Designation: C-level -35%, Managers- 25%, and Others - 40%
- By Region: North America - 30%, Europe - 35%, Asia Pacific - 25%, and RoW ?- 10%.

The major players in the Indoor location market are Zebra Technologies Corporation (US), Cisco (US), Google (US), Microsoft (US), HPE (US), Apple (US), Esri (US), Acuity Brands(US), Inpixon(US), HERE Technologies (US), HID Global (US), CenTrak (US), Sonitor (Norway), Ubisense (UK), Infsoft (Germany), Polaris Wireless (US), Quuppa (Finland), Securitas Healthcare (US), Navigine (US), Blueiot (China), Kontakt.io (US), AiRISTA (US), InnerSpace (Canada), Syook (India), Orient (Israel), Navenio (England), Situm (Spain), Pozyx (Belgium), Azitek (Portugal), and Mapxus (China). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the Indoor location market.

Research Coverage

The market study covers the Indoor location market size across different segments. The key mission is to determine the market's possible size and forecast growth in future divisions, including offerings (hardware, solutions, and services), applications, technology, vertical, and region. This study thoroughly examines the top players in the market, including their company profiles, observations on important products and services they provide, current changes in their operations, and tactics employed in the markets.

Key Benefits of Buying the Report

The report will help market leaders and new entrants with information on the closest approximations of the revenue numbers for the global Indoor location market and its subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (proliferation of smartphones, connected devices, and location-based applications among customers, Increased number of applications powered by beacons and BLE tags, and growing integration of beacons in cameras), restraints (concerns related to data security and privacy obstruct the adoption of indoor location, stringent government rules and regulations, and high installation and maintenance costs), opportunities (increasing demand for RFID tags across the retail industry, growing demand for indoor location technologies to support lean automation and robotic processes, and focus on Industry 4.0 smart cities and smart manufacturing), and challenges (Lack of skills and awareness about indoor location

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technologies, dearth of uniform standards and interoperability coupled with system incompatibility).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Indoor location market. **Market Development:** Comprehensive information about lucrative markets - the report analyses the Indoor location market across various regions. **Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Indoor location market. **Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like Zebra Technologies Corporation (US), Cisco (US), Google (US), Microsoft (US), HPE (US), Apple (US), Esri (US), Acuity Brands(US), Inpixon(US), HERE Technologies (US), HID Global (US), CenTrak (US), Sonitor (Norway), Ubisense (UK), insoft (Germany), Polaris Wireless (US), Quuppa (Finland), Securitas Healthcare (US), Navigine (US), Blueiot (China), Kontakt.io (US), AiRISTA (US), InnerSpace (Canada), Syook (India), Oriient (Israel), Navenio (England), Situm (Spain), Pozyx (Belgium), Azitek (Portugal), and Mapxus (China).

Table of Contents:

1	INTRODUCTION	33
1.1	STUDY OBJECTIVES	33
1.2	MARKET DEFINITION	33
1.2.1	INCLUSIONS AND EXCLUSIONS	34
1.3	MARKET SCOPE	34
1.3.1	MARKET SEGMENTATION	35
1.3.2	YEARS CONSIDERED	36
1.4	CURRENCY CONSIDERED	36
1.5	STAKEHOLDERS	36
1.6	SUMMARY OF CHANGES	37
2	RESEARCH METHODOLOGY	38
2.1	RESEARCH DATA	38
2.1.1	SECONDARY DATA	39
2.1.1.1	Key data from secondary sources	39
2.1.2	PRIMARY DATA	39
2.1.2.1	List of key primary interview participants	40
2.1.2.2	Breakup of primary profiles	40
2.1.2.3	Key data from primary sources	41
2.1.2.4	Key insights from industry experts	41
2.2	MARKET BREAKUP AND DATA TRIANGULATION	42
2.3	MARKET SIZE ESTIMATION	43
2.3.1	TOP-DOWN APPROACH	43
2.3.2	BOTTOM-UP APPROACH	44
2.4	MARKET FORECAST	47
2.5	RESEARCH ASSUMPTIONS	48
2.6	LIMITATIONS	50
3	EXECUTIVE SUMMARY	51
4	PREMIUM INSIGHTS	56
4.1	ATTRACTIVE OPPORTUNITIES FOR COMPANIES IN INDOOR LOCATION MARKET	56
4.2	NORTH AMERICA: INDOOR LOCATION MARKET, BY OFFERING AND KEY APPLICATION, 2024	57
4.3	ASIA PACIFIC: INDOOR LOCATION MARKET, BY OFFERING AND KEY COUNTRY, 2024	57
4.4	INDOOR LOCATION MARKET, BY TECHNOLOGY	58
4.5	INDOOR LOCATION MARKET, BY END USER	58

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5 MARKET OVERVIEW AND INDUSTRY TRENDS 59

5.1 INTRODUCTION 59

5.2 MARKET DYNAMICS 59

5.2.1 DRIVERS 60

5.2.1.1 Proliferation of smartphones, connected devices, and location-based applications 60

5.2.1.2 Advancement and effectiveness of indoor positioning with SLAM 60

5.2.1.3 Increasing number of applications powered by beacons and BLE tags 61

5.2.1.4 Growing integration of beacons in cameras, LED lighting,

PoS devices, and digital signage 61

5.2.1.5 Inefficiency of GPS in indoor environments 61

5.2.2 RESTRAINTS 62

5.2.2.1 Concerns related to data security and privacy 62

5.2.2.2 Negative feedback from end users 62

5.2.2.3 Stringent government regulations 62

5.2.2.4 High installation and maintenance costs 62

5.2.3 OPPORTUNITIES 63

5.2.3.1 Increasing demand for RFID tags across retail industry 63

5.2.3.2 Growing use of 5G for location-based services 63

5.2.3.3 Growing demand for indoor location technologies to support lean automation and robotic processes 63

5.2.3.4 Focus on Industry 4.0 smart cities and smart manufacturing 64

5.2.4 CHALLENGES 64

5.2.4.1 Lack of skills and awareness related to indoor location technologies 64

5.2.4.2 Dearth of uniform standards and interoperability coupled with system incompatibility 64

5.3 INDUSTRY TRENDS 65

5.3.1 BRIEF HISTORY OF INDOOR LOCATION MARKET 65

5.3.1.1 2000-2010 65

5.3.1.2 2011-2020 65

5.3.1.3 2021-present 66

5.3.2 TRENDS/DISRUPTIONS IMPACTING BUYERS/CUSTOMERS IN INDOOR LOCATION MARKET 66

5.3.3 PRICING ANALYSIS 67

5.3.3.1 Average selling price trend of key players, by offering 67

5.3.3.2 Indicative pricing analysis 68

5.3.4 SUPPLY CHAIN ANALYSIS 69

5.3.5 ECOSYSTEM/MARKET MAP 69

5.3.6 TECHNOLOGY ANALYSIS 71

5.3.6.1 Key technologies 71

5.3.6.1.1 Wi-Fi 71

5.3.6.1.2 Ultra-wide band (UWB) 71

5.3.6.1.3 Radio frequency identification 72

5.3.6.2 Adjacent technologies 72

5.3.6.2.1 Internet of Things 72

5.3.6.2.2 Machine learning 72

5.3.6.2.3 Blockchain 73

5.3.6.2.4 5G 73

5.3.6.3 Complementary technologies 73

5.3.6.3.1 Bluetooth low energy beacons 73

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5.3.6.3.2	Inertial measurement units	74
5.3.6.3.3	Indoor mapping and 3D modeling	74
5.3.7	PATENT ANALYSIS	74
5.3.7.1	Methodology	74
5.3.8	HS CODE: CARDS INCORPORATING ONE OR MORE ELECTRONIC INTEGRATED CIRCUITS "SMART CARDS" (854381)	78
5.3.8.1	Export scenario	78
5.3.8.2	Import scenario	80
5.3.9	USE CASES	81
5.3.9.1	Las Vegas Convention Center helped visitors navigate efficiently with indoor Google Maps	81
5.3.9.2	OSRAM Malaysia deployed Blueiot RTLS to track assets accurately and protect them	82
5.3.9.3	Kesko increased average check by 6% using Navigine's personal purchasing assistant	83
5.3.9.4	Senion StepInside Indoor Positioning System helped Ericsson enhance workplace employee performance	83
5.3.9.5	Transports Publics Fribourgeois (TPF) adopted Ubisense RTLS solution for efficient business operations	84
5.3.9.6	TOSHIN Industry Co. Ltd improved its production quality by deploying Quuppa's new plating methods	85
5.3.10	KEY CONFERENCES & EVENTS, 2024-2025	86
5.3.11	CURRENT AND EMERGING BUSINESS MODELS	86
5.3.12	BEST PRACTICES OF INDOOR LOCATION MARKET	87
5.3.13	FUTURE LANDSCAPE OF INDOOR LOCATION MARKET	88
5.3.13.1	Indoor location technology roadmap till 2030	88
5.3.13.2	Short-term roadmap (2024-2025)	88
5.3.13.3	Mid-term roadmap (2026-2028)	88
5.3.13.4	Long-term roadmap (2029-2030)	88
5.3.14	REGULATORY LANDSCAPE	89
5.3.14.1	Regulatory bodies, government agencies, and other organizations	89
5.3.14.2	North America	93
5.3.14.2.1	US	93
5.3.14.2.2	Canada	93
5.3.14.3	Europe	93
5.3.14.4	Asia Pacific	94
5.3.14.4.1	South Korea	94
5.3.14.4.2	China	94
5.3.14.4.3	India	94
5.3.14.5	Middle East & Africa	94
5.3.14.5.1	UAE	94
5.3.14.5.2	KSA	94
5.3.14.5.3	Bahrain	94
5.3.14.6	Latin America	95
5.3.14.6.1	Brazil	95
5.3.14.6.2	Mexico	95
5.3.15	PORTER'S FIVE FORCES MODEL	95
5.3.15.1	Threat of new entrants	96
5.3.15.2	Threat of substitutes	96
5.3.15.3	Bargaining power of suppliers	97
5.3.15.4	Bargaining power of buyers	97
5.3.15.5	Intensity of competitive rivalry	97
5.3.16	KEY STAKEHOLDERS AND BUYING CRITERIA	97
5.3.16.1	Key stakeholders in buying process	97

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5.3.16.2	Buying criteria	98
5.3.17	COMPANY VALUATION, INVESTMENT, AND FUNDING SCENARIO	99
5.3.18	INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND GENERATIVE AI	99
5.3.18.1	Impact of AI/generative AI on indoor location market	99
5.3.18.2	Use cases of generative AI in indoor location market	100
5.3.18.3	Future of generative AI in indoor location market	101
5.3.19	ARCHITECTURE	101
5.3.19.1	Magnetic field approach	101
5.3.19.2	Fingerprinting	101
5.3.19.3	Smartphone data	102
5.3.20	INDOOR LOCATION IMPACT ON ADJACENT NICHE TECHNOLOGIES	102
5.3.20.1	Internet of Things (IoT)	102
5.3.20.2	Augmented reality (AR) and virtual reality (VR)	102
5.3.20.3	Mobile applications and app development	102
5.3.20.4	Indoor mapping and geographic information system (GIS)	102
5.3.20.5	Asset tracking and inventory management	103
5.3.20.6	Smart buildings and facilities management	103
5.3.20.7	Data analytics and business intelligence	103
6	INDOOR LOCATION MARKET, BY OFFERING	104
6.1	INTRODUCTION	105
6.1.1	OFFERING: INDOOR LOCATION MARKET DRIVERS	105
6.2	HARDWARE	107
6.2.1	RISING DEMAND FOR EMERGING TECHNOLOGIES TO DRIVE MARKET	107
6.2.2	BEACONS	108
6.2.3	TAGS	109
6.2.4	SENSORS	110
6.2.5	FIXED RFID READERS	111
6.2.6	OTHER HARDWARE	112
6.3	SOLUTIONS	113
6.3.1	INDOOR LOCATION SOLUTIONS CRUCIAL FOR ACCESSING DIGITAL VALUE OF INDOOR SPACES	113
6.3.2	INDOOR TRACKING	115
6.3.2.1	Asset & people tracking	116
6.3.2.2	Indoor location analytics	117
6.3.3	INDOOR NAVIGATION	118
6.3.4	DATABASE MANAGEMENT SYSTEM	119
6.4	SERVICES	120
6.4.1	SURGING NEED FOR ACCURATE MONITORING OF ASSETS AND INDIVIDUALS WITHIN INDOOR SPACES TO PROPEL MARKET	120
6.4.2	MANAGED SERVICES	122
6.4.3	PROFESSIONAL SERVICES	123
6.4.3.1	Training & consulting	125
6.4.3.2	Support & maintenance	126
6.4.3.3	System integration & implementation	127
7	INDOOR LOCATION MARKET, BY TECHNOLOGY	129
7.1	INTRODUCTION	130
7.1.1	TECHNOLOGY: INDOOR LOCATION MARKET DRIVERS	130
7.2	BLUETOOTH LOW ENERGY (BLE)	131
7.2.1	NEED FOR CHEAP, HANDY, AND BATTERY-DRIVEN BEACONS TO DRIVE MARKET	131

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- 7.3□ULTRA-WIDEBAND□132
- 7.3.1□HIGH SAMPLING RATES AND REDUCED LATENCY TO DRIVE MARKET□132
- 7.4□WI-FI□133
- 7.4.1□UBIQUITY AND COST-EFFECTIVENESS TO PROPEL MARKET GROWTH□133
- 7.5□RADIO-FREQUENCY IDENTIFICATION (RFID)□134
- 7.5.1□SURGING NEED FOR PRECISE TRACKING OF SHIPMENTS AND MAXIMIZATION OF INVENTORY MANAGEMENT TO DRIVE MARKET□134
- 7.6□MAGNETIC POSITIONING□135
- 7.6.1□ACCURACY AND ABILITY TO FUNCTION EVEN WITHOUT GPS SIGNALS TO DRIVE MARKET□135
- 7.7□OTHER TECHNOLOGIES□136
- ?
- 8□INDOOR LOCATION MARKET, BY APPLICATION□138
- 8.1□INTRODUCTION□139
- 8.1.1□APPLICATION: INDOOR LOCATION MARKET DRIVERS□139
- 8.2□EMERGENCY RESPONSE MANAGEMENT□140
- 8.2.1□INDOOR LOCATION TECHNOLOGIES VITAL FOR COORDINATING CRISIS RESPONSE BETWEEN SERVICES AND EMERGENCY DEPARTMENTS□140
- 8.3□SALES & MARKETING OPTIMIZATION□141
- 8.3.1□NEED FOR INCREASED REVENUE AND PROFITABILITY TO BOOST MARKET□141
- 8.4□REMOTE MONITORING□142
- 8.4.1□SURGING NEED FOR IMPROVEMENT OF USER EXPERIENCE AND PREVENTION OF DATA LOSS TO PROPEL MARKET□142
- 8.5□PREDICTIVE ASSET MAINTENANCE□143
- 8.5.1□NEED FOR OPTIMIZATION OF ASSET MANAGEMENT AND EFFICIENCY IMPROVEMENT TO FUEL MARKET GROWTH□143
- 8.6□SUPPLY CHAIN MANAGEMENT□144
- 8.6.1□VISIBILITY OF INDOOR LOCATION TECHNIQUES TO HELP REAL-TIME TRACKING OF PRODUCTION FLOW AND IDENTIFICATION OF BOTTLENECKS□144
- 8.7□INVENTORY MANAGEMENT□145
- 8.7.1□NEED FOR IMPROVEMENT OF ASSET MANAGEMENT AND INCREASED INVENTORY TURNOVER BY TRACKING ASSETS TO PROPEL MARKET□145
- 8.8□OTHER APPLICATIONS□146
- 9□INDOOR LOCATION MARKET, BY VERTICAL□148
- 9.1□INTRODUCTION□149
- 9.1.1□VERTICAL: INDOOR LOCATION MARKET DRIVERS□149
- 9.2□RETAIL□151
- 9.2.1□NEED FOR LEVERAGING REAL-TIME DATA, MINIMIZATION OF THEFT, AND INVENTORY MANAGEMENT TO DRIVE MARKET□151
- 9.2.2□RETAIL: INDOOR LOCATION USE CASES□151
- 9.2.2.1□Inventory management□151
- 9.2.2.2□Personalized marketing and advertising□151
- 9.2.2.3□Indoor navigation□152
- 9.2.2.4□Customer analytics□152
- 9.3□TRAVEL & HOSPITALITY□153
- 9.3.1□TAILORED SERVICES, EASY NAVIGATION, AND INCREASED OPERATIONAL EFFICIENCY OF INDOOR LOCATION SOLUTIONS TO BOOST MARKET□153
- 9.3.2□TRAVEL & HOSPITALITY: INDOOR LOCATION USE CASES□153
- 9.3.2.1□Wayfinding and navigation□153
- 9.3.2.2□Travelers facility and resource management□153
- 9.3.2.3□Proximity-based services□153

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9.3.2.4	Personalized recommendations	153
9.4	MEDIA & ENTERTAINMENT	154
9.4.1	TARGETED ADVERTISEMENTS AND IMPROVED OVERALL EXPERIENCES TO PROPEL MARKET	154
9.4.2	MEDIA & ENTERTAINMENT: INDOOR LOCATION USE CASES	155
9.4.2.1	Improved visitor experiences	155
9.4.2.2	Gaming and interactive experiences	155
9.4.2.3	Facility and resource management	155
9.4.2.4	Targeted advertising and promotions	155
9.5	TRANSPORTATION & LOGISTICS	156
9.5.1	RIISING ADOPTION OF INDOOR LOCATION SOLUTIONS FOR ASSET TRACKING, ROUTE OPTIMIZATION, AND SECURITY TO BOOST MARKET	156
9.5.2	TRANSPORTATION & LOGISTICS: INDOOR LOCATION USE CASES	156
9.5.2.1	Asset tracking	156
9.5.2.2	Last-mile delivery optimization	156
9.5.2.3	Route optimization	157
9.5.2.4	Safety and security	157
9.6	GOVERNMENT & PUBLIC SECTOR	158
9.6.1	INTEGRATION OF INDOOR TRACKING AND INTERACTIVE MAPPING TECHNOLOGY TO DRIVE MARKET	158
9.6.2	GOVERNMENT & PUBLIC SECTOR: INDOOR LOCATION USE CASES	158
9.6.2.1	Emergency response and crisis management	158
9.6.2.2	Smart city planning and management	158
9.6.2.3	Disaster preparedness and recovery	158
9.6.2.4	Border control and security	158
9.7	MANUFACTURING	159
9.7.1	INDOOR LOCATION SOLUTIONS TO IMPLEMENT WORKFLOW OPTIMIZATION AND QUALITY CONTROL	159
9.7.2	MANUFACTURING: INDOOR LOCATION USE CASES	160
9.7.2.1	Process optimization	160
9.7.2.2	Inventory management	160
9.7.2.3	Workflow optimization	160
9.7.2.4	Quality control	160
9.8	HEALTHCARE & PHARMACEUTICALS	161
9.8.1	NEED FOR INFECTION CONTROL, ENHANCED PATIENT EXPERIENCE, AND PATIENT TRACKING TO DRIVE MARKET	161
9.8.2	HEALTHCARE & PHARMACEUTICALS: INDOOR LOCATION USE CASES	161
9.8.2.1	Infection control	161
9.8.2.2	Asset and equipment tracking	161
9.8.2.3	Patient tracking and workflow optimization	161
9.8.2.4	Enhanced patient experience	161
9.9	OTHER VERTICALS	162
9.9.1	OTHER VERTICALS: INDOOR LOCATION USE CASES	163
9.9.1.1	Attendance monitoring	163
9.9.1.2	Branch navigation	163
9.9.1.3	Maintenance and repair	163
9.9.1.4	Asset and equipment tracking	163
10	INDOOR LOCATION MARKET, BY REGION	165
10.1	INTRODUCTION	166
10.2	NORTH AMERICA	168
10.2.1	NORTH AMERICA: INDOOR LOCATION MARKET DRIVERS	168

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- 10.2.2 US 175
- 10.2.2.1 Advanced infrastructure and increased government support to drive market 175
- 10.2.3 CANADA 177
- 10.2.3.1 Huge investments in infrastructural development and fast adoption rate of cloud-based solutions to accelerate market growth 177
- 10.3 EUROPE 179
- 10.3.1 EUROPE: INDOOR LOCATION MARKET DRIVERS 179
- 10.3.2 UK 185
- 10.3.2.1 Growing adoption of mobile subscriptions and increasing use of smartphones to propel market growth 185
- 10.3.3 GERMANY 187
- 10.3.3.1 Rapid digitization to fuel demand for indoor location technologies 187
- 10.3.4 FRANCE 189
- 10.3.4.1 Adoption of advanced location-based services and need for enhanced performance to fuel market growth 189
- 10.3.5 SPAIN 190
- 10.3.5.1 Demand for improved customer experiences and operational efficiency to boost market 190
- 10.3.6 ITALY 191
- 10.3.6.1 Increasing adoption of indoor location technologies in various industries to drive market 191
- 10.3.7 NORDICS 191
- 10.3.7.1 Increasing adoption of advanced technologies like BLE, UWB, Wi-Fi, and RFID to drive market 191
- 10.3.8 REST OF EUROPE 191
- 10.4 ASIA PACIFIC 192
- 10.4.1 ASIA PACIFIC: INDOOR LOCATION MARKET DRIVERS 192
- 10.4.2 CHINA 199
- 10.4.2.1 Government initiatives and investments by global players to propel market 199
- 10.4.3 JAPAN 201
- 10.4.3.1 Increasing global competition and rising R&D investments to drive market 201
- 10.4.4 INDIA 203
- 10.4.4.1 Availability of cheap, skilled workforce, infrastructural development, and government support to harness opportunities 203
- 10.4.5 ANZ 204
- 10.4.5.1 Rising adoption of indoor location technologies across various industries to drive market 204
- ?
- 10.4.6 SOUTHEAST ASIA 205
- 10.4.6.1 Growing demand for personalized experiences and need for improved operational efficiency to drive market 205
- 10.4.7 REST OF ASIA PACIFIC 205
- 10.5 MIDDLE EAST & AFRICA 205
- 10.5.1 MIDDLE EAST & AFRICA: INDOOR LOCATION MARKET DRIVERS 205
- 10.5.2 GCC COUNTRIES 213
- 10.5.2.1 UAE 213
- 10.5.2.1.1 Increasing government focus on adoption of AI solutions to boost market 213
- 10.5.2.2 KSA 213
- 10.5.2.2.1 Improving economy and increasing consumer spending to fuel market growth 213
- 10.5.2.3 Rest of GCC countries 213
- 10.5.3 SOUTH AFRICA 215
- 10.5.3.1 Increasing mobile subscribers and smartphone users to boost demand for indoor location solutions 215
- 10.5.4 REST OF MIDDLE EAST & AFRICA 216
- 10.6 LATIN AMERICA 216

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- 10.6.1 LLATIN AMERICA: INDOOR LOCATION MARKET DRIVERS216
- 10.6.2 BBRAZIL222
- 10.6.2.1 Need for enabling asset and people management to drive market222
- 10.6.3 MMEXICO224
- 10.6.3.1 Rising need to provide location-based information to drive market224
- 10.6.4 RREST OF LATIN AMERICA224
- 11 CCOMPETITIVE LANDSCAPE225
- 11.1 OOVERVIEW225
- 11.2 KKEY PLAYER STRATEGIES/RIGHT TO WIN225
- 11.3 RREVENUE ANALYSIS226
- 11.4 MMARKET SHARE ANALYSIS227
- 11.4.1 MMARKET RANKING ANALYSIS230
- 11.5 CCOMPANY EVALUATION MATRIX: KEY PLAYERS, 2023230
- 11.5.1 SSTARS230
- 11.5.2 EEMERGING LEADERS230
- 11.5.3 PPERVASIVE PLAYERS230
- 11.5.4 PPARTICIPANTS230
- 11.5.5 CCOMPANY FOOTPRINT: KEY PLAYERS, 2023232
- 11.5.5.1 Company footprint232
- 11.5.5.2 Regional footprint233
- 11.5.5.3 Offering footprint234
- 11.5.5.4 Vertical footprint235
- ?
- 11.6 CCOMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023236
- 11.6.1 PPROGRESSIVE COMPANIES236
- 11.6.2 RRESPONSIVE COMPANIES236
- 11.6.3 DDYNAMIC COMPANIES236
- 11.6.4 SSTARTING BLOCKS236
- 11.6.5 CCOMPETITIVE BENCHMARKING, 2023238
- 11.6.5.1 Competitive benchmarking of key startups/SMEs239
- 11.7 CCOMPETITIVE SCENARIO240
- 11.7.1 PPRODUCT LAUNCHES240
- 11.7.2 DDEALS245
- 11.8 BBRAND/PRODUCT COMPARISON254
- 11.9 CCOMPANY VALUATION AND FINANCIAL METRICS254
- 12 CCOMPANY PROFILES256
- 12.1 MMAJOR PLAYERS256
- 12.1.1 ZZEBRA TECHNOLOGIES256
- 12.1.1.1 Business overview256
- 12.1.1.2 Products/Solutions/Services offered257
- 12.1.1.3 Recent developments259
- 12.1.1.3.1 Product launches259
- 12.1.1.3.2 Deals259
- 12.1.1.4 MMnM view260
- 12.1.1.4.1 Right to win260
- 12.1.1.4.2 Strategic choices260
- 12.1.1.4.3 Weaknesses and competitive threats260

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- 12.1.2 CISCOS 261
 - 12.1.2.1 Business overview 261
 - 12.1.2.2 Products/Solutions/Services offered 262
 - 12.1.2.3 Recent developments 263
 - 12.1.2.3.1 Product launches 263
 - 12.1.2.3.2 Deals 264
 - 12.1.2.4 MnM view 265
 - 12.1.2.4.1 Right to win 265
 - 12.1.2.4.2 Strategic choices 265
 - 12.1.2.4.3 Weaknesses and competitive threats 265
- 12.1.3 GOOGLE 266
 - 12.1.3.1 Business overview 266
 - 12.1.3.2 Products/Solutions/Services offered 267
 - 12.1.3.3 Recent developments 268
 - 12.1.3.3.1 Product launches 268
 - 12.1.3.3.2 Deals 268
 - ?
 - 12.1.3.4 MnM view 269
 - 12.1.3.4.1 Right to win 269
 - 12.1.3.4.2 Strategic choices 269
 - 12.1.3.4.3 Weaknesses and competitive threats 269
- 12.1.4 MICROSOFT 270
 - 12.1.4.1 Business overview 270
 - 12.1.4.2 Products/Solutions/Services offered 271
 - 12.1.4.3 Recent developments 272
 - 12.1.4.3.1 Product launches 272
 - 12.1.4.3.2 Deals 272
 - 12.1.4.3.3 Expansions 273
 - 12.1.4.4 MnM view 274
 - 12.1.4.4.1 Right to win 274
 - 12.1.4.4.2 Strategic choices 274
 - 12.1.4.4.3 Weaknesses and competitive threats 274
- 12.1.5 HPE 275
 - 12.1.5.1 Business overview 275
 - 12.1.5.2 Products/Solutions/Services offered 276
 - 12.1.5.3 Recent developments 277
 - 12.1.5.3.1 Product launches 277
 - 12.1.5.3.2 Deals 278
 - 12.1.5.4 MnM view 278
 - 12.1.5.4.1 Right to win 278
 - 12.1.5.4.2 Strategic choices 278
 - 12.1.5.4.3 Weaknesses and competitive threats 278
- 12.1.6 APPLE 279
 - 12.1.6.1 Business overview 279
 - 12.1.6.2 Products/Solutions/Services Offered 280
 - 12.1.6.3 Recent developments 281
 - 12.1.6.3.1 Product launches 281

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- 12.1.6.3.2 Deals 281
- 12.1.6.3.3 Other developments 282
- 12.1.7 ESRI 283
 - 12.1.7.1 Business overview 283
 - 12.1.7.2 Products/Solutions/Services offered 283
 - 12.1.7.3 Recent developments 284
 - 12.1.7.3.1 Product launches 284
 - 12.1.7.3.2 Deals 284
 - 12.1.7.3.3 Expansions 285
- ?
- 12.1.8 ACUITY BRANDS 286
 - 12.1.8.1 Business overview 286
 - 12.1.8.2 Products/Solutions/Services offered 287
 - 12.1.8.3 Recent developments 288
 - 12.1.8.3.1 Deals 288
- 12.1.9 INPIXON 289
 - 12.1.9.1 Business overview 289
 - 12.1.9.2 Products/Solutions/Services offered 289
 - 12.1.9.3 Recent developments 290
 - 12.1.9.3.1 Product launches 290
 - 12.1.9.3.2 Deals 291
- 12.1.10 HERE TECHNOLOGIES 293
 - 12.1.10.1 Business overview 293
 - 12.1.10.2 Products/Solutions/Services offered 293
 - 12.1.10.3 Recent developments 294
 - 12.1.10.3.1 Product launches 294
 - 12.1.10.3.2 Deals 295
- 12.2 OTHER PLAYERS 296
 - 12.2.1 HID GLOBAL 296
 - 12.2.2 CENTRAK 297
 - 12.2.3 SONITOR TECHNOLOGIES 298
 - 12.2.4 UBISENSE 299
 - 12.2.5 INFOSOFT 300
 - 12.2.6 POLARIS WIRELESS 301
 - 12.2.7 QUUPPA 301
 - 12.2.8 SECURITAS HEALTHCARE 302
 - 12.2.9 NAVIGINE 303
- 12.3 SMES/STARTUPS 304
 - 12.3.1 BLUEIOT 304
 - 12.3.2 KONTAKT.IO 305
 - 12.3.3 AIRISTA 306
 - 12.3.4 INNERSPACE 306
 - 12.3.5 SYOOK 307
 - 12.3.6 ORIENT 307
 - 12.3.7 NAVENIO 308
 - 12.3.8 SITUM 308
 - 12.3.9 POZYX 309

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- 12.3.10 AZITEK 309
- 12.3.11 MAPXUS 310
- ?
- 13 ADJACENT/RELATED MARKETS 311
- 13.1 INTRODUCTION TO ADJACENT MARKETS 311
- 13.2 LIMITATIONS 311
- 13.3 LOCATION ANALYTICS MARKET 311
- 13.3.1 MARKET DEFINITION 311
- 13.4 LBS AND RTLS MARKET 315
- 13.4.1 MARKET DEFINITION 315
- 14 APPENDIX 319
- 14.1 DISCUSSION GUIDE 319
- 14.2 KNOWLEDGESTORE: MARKETSDMARKETS' SUBSCRIPTION PORTAL 321
- 14.3 CUSTOMIZATION OPTIONS 323
- 14.4 RELATED REPORTS 323
- 14.5 AUTHOR DETAILS 324

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