

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), Oriient (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).

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