

## **Wi-Fi Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Wi-Fi Analytics Market size is estimated at USD 6.12 billion in 2025, and is expected to reach USD 15.40 billion by 2030, at a CAGR of 20.26% during the forecast period (2025-2030).

The most important factor contributing to wifi's superiority is that it doesn't require an application installed on customers' smartphones to gather behavioral data or collect customer profiles and trigger proximity-based marketing messages based on customers' in-store location. An increase in wifi supporting bandwidth further supports the adoption of the technology.

### **Key Highlights**

- Wifi analytics enables the organization to use the information available through the wireless network to make better decisions about physical space. Wifi has evolved as one of the most widespread and versatile modern in-store retail analytics technologies. E-commerce businesses use online marketing analytics tools to monitor customer navigation data through company websites. The collected data yields insights and makes decisions to increase business revenue.
- Increased public wifi deployment, mobile phone proliferation, increased investment in wifi analytics, and increased usage of big data analytics are projected to influence the growth of the wifi analytics market.
- Shopping complexes, public places, transport hubs, and nowadays, even cars and trains boast of having onboard wifi, which is expected to become regular in the market. It is an enhanced service option to ensure customer satisfaction and propel market growth.
- However, data security issues, stringent government regulations and policies, and the lack of standardized regulatory compliance are expected to hinder market expansion. An increase in the usage of the Internet of Things (IoT) and mobile-connected smart items are predicted to provide profitable opportunities for market advancement.
- COVID-19 has prompted businesses to develop innovative solutions allowing workers to work without worrying about getting the

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virus. As a result, many firms have embraced the work-from-home concept, allowing individuals to avoid unnecessary travel. Temporary collapse and closure of thousands of businesses globally hamper the market during the pandemic. With the reopening of various end-user sectors and increased internet availability with smartphone penetration, the market is growing rapidly in the post-pandemic scenario.

## Wi-Fi Analytics Market Trends

### Market Analytics Segment is Analyzed to Witness Significant Growth

- The market analytics segment is analyzed to witness significant growth in the coming years. The application of Wi-Fi analytics in market analytics is growing largely due to growing emphasis of businesses to understand their audience, and turn data into actionable insights. With wifi analytics, a user can identify which devices or applications are consuming the most bandwidth and make decisions on how to allocate bandwidth to students and programs, and at the same time, ensure appropriate service levels elsewhere.
- Moreover, the increasing use of smartphones and smart devices, coupled with the growing internet penetration, is driving the application of wifi analytics in the market analytic. This increase in the use of mobile devices is also increasing the number of Wi-Fi users.
- For instance, according to Cisco Systems, Globally, the total number of mobile subscribers is expected to increase by 2% every year, from 5.1 billion in 2018 to 5.7 billion in 2023. In terms of population, it accounted for 66% of the global population in 2018 and 71% of the global population penetration in the current year.
- And also, In 2023, mobile Wi-Fi speeds tripled. Globally, average Wi-Fi speeds are expected to increase from 30.3 Mbps in 2018 to 92 Mbps in 2023. Wi-Fi hotspots are more than doubled in the past three years. By 2023, there are approximately 628 million public Wi-Fi hotspots globally, up from 169 million in 2018. Wi-Fi6 hotspots will increase more than triple from the past three years, accounting for 11% of all public Wi-Fi hotspots by the end of the current year.

### North America is Expected to Register the Largest Market

- The strong financial position of the region enabled organizations to invest in advanced solutions and technologies, such as IoT and big data analytics. The presence of multiple major Wi-Fi analytics vendors, such as Cisco Systems (US), Zebra Technologies (US), Fortinet (US), and Ruckus Wireless (US), have enabled the region to draw a significant share.
- Using this feature to their advantage, many retailers, restaurants, and hotels offer public hotspot point to attract customers, through which the Wi-Fi hotspot gather information about the user behavior, time spent, etc., and can use for supporting the business.
- As more smartphones connect, retailers can provide more products and services based on customers' interests. Henceforth, the increasing penetration of smartphone users is positively impacting the retail market, which is, in turn, increasing the market's growth.
- Over the past few years, increased consumer spending across regions has driven the demand for smartphones. However, the market's growth is plateauing, considering the intense penetration levels. According to Cisco Systems, the North American Wi-Fi connection speeds originating from dual-mode mobile devices is doubled in the current year. The average Wi-Fi network connection speed was 46.9 Mbps in 2018 and exceeded 109.5 Mbps and North America is experiencing the largest Wi-Fi speeds with 18% of CAGR from 2018 to 2023.
- According to GSMA, the number of smartphone subscribers in North America is expected to reach 328 million by 2025. Moreover, by 2025, the region may witness an increase in the penetration rates of mobile subscribers (86%) and the Internet

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(80%). The increasing usage of the Internet has enabled the growth of public Wi-Fi installments. As the Internet speed through Wi-Fi is faster than that of mobile data, most users prefer Wi-Fi hotspots.

## Wi-Fi Analytics Industry Overview

The Wi-Fi analytics market is highly fragmented. Overall, the competitive rivalry among existing competitors is high. Moreover, acquisitions and collaboration of large companies with startups are expected, which are focused on innovation. The major players in the market are Cisco Systems, Inc., Cloud4Wi, Inc., Purple Wi-Fi Ltd, RetailNext, Inc., and Yelp Wi-Fi Inc. among others. Players in the market are adopting strategies such as partnerships, innovations, and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In January 2023, Purple announced a strategic partnership with Altitude Trampoline Park, a trampoline facility, to enhance CRM record collecting, obtain venue-level feedback, and increase expenditure at concessions. Altitude has opted to integrate Purple's Guest WiFi solution throughout its corporate sites in the United States. Additional franchise locations have followed after the launch, with each park having more than 30,000 square feet of indoor area.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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