



# Global IPIN Market to Witness Remarkable CAGR of more than 42% by 2020

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*Global IPIN Market enhances the decision making capabilities and helps to create an effective counter strategies to gain competitive advantage.*

SUITE 600, DALLAS, TEXAS, UNITED STATES, February 20, 2017 /EINPresswire.com/ --

## Market outlook of the Global IPIN Market

Orbis Research's market research analyst estimates factors like the increased awareness and improved efficiency of indoor location services to spur market growth during the forecast period. The widespread implementation of IPIN solutions in business segments like healthcare, retail, aviation, and manufacturing is a significant factor that results in Global IPIN Market remarkable CAGR of more than 42% by 2020.

The high penetration of smartphones in this market is expected to drive market growth during the forecast period. The recent increase in the demand for smartphones has led to the advent of context-aware services that provide highly personalized location services to retailers. These services help to maintain customer engagement and, therefore, results in market growth.

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Segmentation by application and analysis of the IPIN market

Retail

Aviation

Healthcare

Government organizations

In this market research report, Technavio analysts have estimated the retail segment to be the largest market segment during the forecast period. This sector presently accounts for more than 55% of the overall market share and is envisaged to be the highest revenue generating segment in this market by the end of 2020. The ability of beacons to aid in queue management and provide navigation solutions to customers is expected to result in this segments growth between the period of 2016 and 2020. In this market research report,

Geographical segmentation of the IPIN market

Americas

APAC

Europe

MEA

Orbis research have estimated the Americas to account for an impressive market share of more than 60% during the forecast period. The recent rise in smartphone adoption and proximity advertising services are the two significant factors that are anticipated to account for this regions strong market dominance during the predicted period.

Competitive landscape and key vendors

The global IPIN market is highly fragmented because of the presence of numerous small and large vendors. The revenue scope of indoor location services, analytics, and proximity-based advertising is expected to have a significant impact on the mobile chipset manufacturers, mobile operating system developers, handset manufacturers, and network equipment manufacturers.

The key vendors in this market are -

Apple  
Google  
HERE  
Micello  
Shopkick

Other prominent vendors mentioned in this market analysis are Beaconinside, Bluepath, GiPStech, Infinity, Insoft, MazeMap, Nextome, PinMicro, Pointr, Spreo, and Steerpath.

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Key questions answered in the report include

What will the market size and the growth rate be in 2020?

What are the key factors driving the global IPIN market?

What are the key market trends impacting the growth of the IPIN market?

What are the challenges to market growth?

Who are the key vendors in this market space?

What are the market opportunities and threats faced by the vendors in the global IPIN market?

Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA

What are the key outcomes of the five forces analysis of the IPIN market?

Technavio also offers customization on reports based on specific client requirement.

Companies Mentioned:

Apple, Google, HERE, Micello, Shopkick, Beaconinside, Bluepath, GiPStech, Infinity, Insoft, MazeMap, Nextome, PinMicro, Pointr, Spreo, Steerpath.

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