

14.01% CAGR Anticipated for People Counting System Market During 2016-2022

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Summary

People counting system consists of people counter device that measures the number and direction of people traversing any entrance or a passage per unit time. This device is widely used in the entrances of buildings to record the total number of visitors. The people counting system market is growing because of high accuracy and reliability factors. There are various technologies associated with people counting systems such as infrared beams, thermal sensing, video and others. These technological advancements have aided people counting system vendors to bring innovation into their systems and software. The people counting systems and analyzing people behavior would encourage an orderly growth in the urban transportation.

Increasing struggle of retail stores with ecommerce players is the major factor driving the growth of people counting system market. By applying digital analytics, using people counting systems helps the retail stores to analyze their weaknesses by analyzing consumer traffic. The people counting system with cameras also helps in gender analysis which further helps the retail stores to decide their focus on placing preferable products into their stores.

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The people counting system market has been segmented on the basis of type, technology, product, applications and region. The people counting system market by connectivity is further bifurcated into wired and wireless connectivity. The wireless people counting systems consists of people counter and a sensor network gateway that connects to the LAN or to the cloud network which then uploads the data to any PC on the network or uploads to the cloud. Globally wired connectivity is preferred majorly for the installation of people counting system in retail stores, or shopping malls due to high accuracy in the results.

The global people counting system market is expected to grow approximately at USD 1,139.3 Million by 2022, approx.14.01% of CAGR between 2016 and 2022.

Key Players

The key players of people counting system market includes Iris GmbH (Germany), ShopperTrak (U.S.), RetailNext, Inc. (U.S.), Axis Communication AB (Sweden), FLIR Systems (U.S.), Global People Counting System Market Analysis & Forecast, from 2016 to 2022

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the people counting system market.
- To provide insights about factors affecting the market growth.
- To analyze the people counting system market based porter's five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Middle East & Africa.

Target Audience

- Investors and consultants

- System Integrators
- Government Organizations
- Research/Consultancy firms
- Technology solution providers
- Hardware manufacturers
- Entertainment Sector
- Sports Organization

Key Findings

- The global people counting system market is expected to reach USD 1139.3 Million by 2022.
- By Type, bidirectional type in people counting system accounts for the largest market share and is growing with approximately ~16% CAGR during forecast period.
- By Connectivity, wireless sub segment holds the largest market growing with approximately 15% CAGR by the end of forecast period.
- By Product, overhead counting system sub segment holds the largest market growing with approximately 16% CAGR by the end of forecast period.
- By Application, retail sub segment holds the largest market growing with approximately 18% CAGR by the end of forecast period.
- Geographically, North America region has been projected to have the largest market share in global people counting system market followed by Europe region, while Asia-Pacific region has been projected to grow at the highest rate in people counting system market.

Table of Contents

1	Executive Summary	10
2	Market Dynamics	11
2.1	Market Drivers	11
2.1.1	Increasing struggle of retail stores with ecommerce players	11
2.1.2	Increasing security concerns at public places	11
2.1.3	High demand of people counting systems from transport sector	12
2.2	Market Restraint	13
2.2.1	High costs involved in the advanced people counting systems	13
2.3	Market Opportunity	13
2.3.1	Rise of big data analytics	13
2.4	Market Challenge	13
2.4.1	Technical Limitation of people counting system	13
2.5	People Counting System Supply Chain	14
2.6	Porter's Five Forces Analysis	15
3	Global People Counting System Market, By Type	16
3.1	Introduction	16
3.2	Market by Sub-segment	17
3.2.1	Bidirectional	17
3.2.2	UniDirectional	18

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