A CAGR of +29% is projected for Wi-Fi Analytics Market by 2023

The report is an in-depth study of the key dynamics of the global Wi-Fi Analytics market.

PUNE, MAHARASHTRA, INDIA, May 24, 2018 /EINPresswire.com/ -- Wi-Fi (wireless fidelity) is a technology that uses radio waves to provide network connectivity. Wi-Fi analytics maintains personal demographics such as gender, age, location, and internet length. It is possible for a company to use data to provide a better strategy for the enterprise. This data is beneficial for companies that demonstrate improved customer engagement through location-based marketing to attract new customers. This improves customer engagement in the business.

The Wi-Fi Analytics market estimate is anticipated to develop at a Compound Annual Growth Rate (CAGR) of +29%.
The objective of the Wi-Fi Analytics Market report is to gather important market data and offer insights about the trends and opportunities of the global market to the readers. The report categorizes the market in a detailed manner to offer thorough insights about the facets responsible for augmenting as well as restraining the market growth. The research report on global market also inspects the indicators in the market that are vital to represent the revenue forecast of the market over the given forecast period.

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Companies Profiled in this report includes, Cisco Systems, Skyfii Limited, Purple, July Systems, Zebra Technologies, Euclid, Cloud4Wi, Fortinet, Ruckus Wireless, Yelp.

With the growing competition between online and offline retail stores, plays an essential role in determining the future of the Wi-Fi analytics market in the indoor location segment. Indoor locations comprise the brick-and-mortar businesses, such as shopping malls, retail stores, hotels, Quick Service Restaurants (QSRs) and restaurants, casinos, and gyms which require effective solutions to measure the footfall traffic and engage customers, from the time they enter the store to the time they leave it.

The global Wi-Fi analytics market is segmented on the basis of component, application, deployment type, end use vertical, location type, and geography. Based on component, the market is categorized into services and solutions. The service component segment is estimated to expand at a higher rate during the forecast period. This is due to growing impact of customer analytics in retail businesses. On the basis of application the Wi-Fi analytics market is segmented into customer loyalty management, footfall analytics, customer engagement, and customer analytics.

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The major players of the Wi-Fi Analytics market are identified across regions, and their offerings, distribution channels, and regional presence are understood through in-depth discussions. Also, average revenue generated by these companies, segmented on the basis of region, is used to arrive at the overall market size. This overall market size is used in the top-down procedure to estimate the

sizes of other individual markets through percentage splits from secondary sources directories, databases, and primary research.

Further, the study offers an analysis of the current performance of the key regional markets, namely North America, Europe, Asia-Pacific (APAC), Middle East & Africa and Latin America. The analysis is based on the manufacturing volume, production capacity, pricing strategy, the dynamics of demand, supply, and sales, return on investments (RoI), and the growth rate of the global Wi-Fi Analytics market in each of the regions.

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Key questions answered in the report include
• What are the key components driving the global Wi-Fi Analytics market?
• What will be the market estimate and the development rate in 2023?
• What are the challenges to market growth?
• Who are the significant players in the global Wi-Fi Analytics market?
• What are the market opportunities and threats faced by the vendors in the global Wi-Fi Analytics market?
• Trending factors influencing the market shares of the Americas, APAC, and EMEA.

Table of Contents
Wi-Fi Analytics Market Research Report 2023
Chapter 1 Wi-Fi Analytics Market Overview
Chapter 2 Economic Impact on Industry
Chapter 3 Market Competition by Manufacturers
Chapter 4 Production, Revenue (Value) by Region
Chapter 5 Supply (Production), Consumption, Export, Import by Regions
Chapter 6 Production, Revenue (Value), Price Trend by Type
Chapter 7 Market Analysis by Application
Chapter 8 Manufacturing Cost Analysis
Chapter 9 Industrial Chain, Sourcing Strategy and Downstream Buyers
Chapter 10 Marketing Strategy Analysis, Distributors/Traders
Chapter 11 Market Effect Factors Analysis
Chapter 12 Wi-Fi Analytics Market Forecast

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