

# Indoor Positioning & Navigation Market size is expected to grow at CAGR of 27.8% to register \$29258.5 million by 2023

*The North American market is set to grow at a CAGR of 28.14%, to account to \$11983.66 million by 2023.*

HYDERABAD, TELANGANA, INDIA, June 27, 2018 /EINPresswire.com/ -- In the Report "Indoor Positioning and Navigation Market: By System Type (Satellite, Hybrid, Network Based and Sensors); By Applications (Navigation, Positioning, Location Based Promotions, Others); By Verticals (Aviation, Advertising, Healthcare, Others)- With Forecast (2018-2023)" published by [IndustryARC](#), the market is driven by the rapidly growing demand of IPIN devices and solutions, in various applications such as commercial buildings, oil & gas, hospitality, mining and other related applications.



North America dominates with major share and growth in the Indoor Positioning and Navigation Market

North America and Europe will continue its dominance in indoor positioning and navigation market. The North American and European market for navigation sales accounted for major share of the total market, followed by the Asia-Pacific region. North America is evaluated to be the largest market, and is forecast to play a key role in the growth of the indoor positioning system industry. The North American market is set to grow at a CAGR of 28.14%, to account to \$11983.66 million by 2023.

Selected Type and Application Analysis done in the full Report:

The indoor navigation and positioning comprise of various indoor positioning technologies such as GPS, sensors, RFID, Wi-Fi, Bluetooth and various networks to connect and obtain real time data. Among all indoor tracking system types, network based segment accounted for the highest revenue in 2017, of \$4331.1 million, due to high use of RFID, Wi-Fi and Bluetooth. Network based segment is projected to be dominant, with a growing CAGR of 27.82% and to account \$18239.16 million by 2023. Sensors are the next leading market to achieve \$2137.9 million in 2017. The sensors market is expected to grow at the highest CAGR of 29.4%, to account to \$9713.89 million, which is less than the network based segment. Applications benefiting from indoor location tracking includes

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<https://industryarc.com/Report/43/global-indoor-positioning-navigation-market.html>

Excerpts on Market Growth Factors

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The companies are adopting technologies that are highly accurate, precise, and low on power consumption. Since the past few years, companies are constantly working to come up with innovative solutions. These solutions would power the market to the top position.

Growing craze of sport is another reason where indoor positioning and navigation systems play a major role. Indoor navigation system is used to track the player performance. This captures players speed, distance and position, and can be saved in the data base. These data captured has been found to be beneficial for the teams to prepare for their next games. In accordance to output, that is helping to build team strategy due to which the rate of acceptance of positioning and navigation system is set to increase for the upcoming decades.

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## Key players of the Indoor Positioning and Navigation Market

Top companies serving as platforms for the indoor positioning and navigation services include Apple Inc., HERE and Micello Inc., Alphabet Inc., Microsoft Corp. The big players are working on innovative products by enhancing their capabilities, and position themselves in the growing market. Here are some of the major products launched by major players such as Alphabet Inc.'s launch of Google Indoor Maps and Eddystone, Apple Inc.'s launch of services such as Internet Services, iCloud, AppleCare, Apple Pay. Micello, Inc., produced Maps Data, Maps SDK, Data API, Context API, Apple Venue Maps, and Data Services. These developments were found related to indoor positioning and navigation in the recent past.

Indoor Positioning and Navigation Market report is segmented as below

### A. Positioning & Navigation Market by System Type

#### 1. Satellite Based

- I. GPS
- II. GLONASS
- III. Galileo
- IV. A-GPS

#### 2. Hybrid

- I. Differential GPS (DGPS)
- II. Wide Area Augmentation System (WAAS)
- III. Nationwide Differential GPS (NDGPS)
- IV. Continuously Operating Reference Stations (CORS)
- V. Online Positioning User Service (OPUS)

#### 3. Network Based

- I. Wi-Fi
- II. RFID
- III. Bluetooth
- IV. Ultra Wide Band
- V. Sensors

### B. Positioning Market by Applications

- 1.Navigation and Positioning
- 2.Location Based Promotions
- 3.Asset Tracking
- 4.Emergency Services
- 5.Others

#### C.Positioning Market by Verticals

- 1.Aviation
- 2.Advertising
- 3.Healthcare
- 4.Logistics
- 5.Government
- 6.Others

D.Indoor Positioning and Navigation Market by Geography (covers 10+ countries)

E.Indoor Positioning and Navigation Entropy Market

#### Companies Cited / Interviewed

- 1.Aeroscout Industrial
- 2.Airista, Llc
- 3.Cisco Systems, Inc.
- 4.Hewlett Packard Enterprise
- 5.Insiteo Sas
- 6.Qualcomm Technologies Inc.
- 7.Shopkick
- 8.Zebra Technologies
- 9.Company 9
- 10.Company 10
- 11.Company 11
- 12.Company 12
- 13.Company 13
- 14.Company 14
- 15.Company 15+

#### Related Report:

A.ADAS Navigation Market

<https://industryarc.com/Report/18200/adas-navigation-market.html>

B.Marine Electronics and Marine Navigation Market

<https://industryarc.com/Report/18281/marine-electronics-marine-navigation-market.html>

What can you expect from the report?

The Indoor Positioning and Navigation Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories & Application
2. Market trends & Relevant Market Data
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Demand Analysis (Revenue & Volume)
7. Country level Analysis
8. Competitor Analysis
9. Market Shares Analysis
10. Value Chain Analysis
11. Demand Analysis (Revenue & Volume)
12. Country level Analysis
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis

6. Top 10 End user Analysis
6. Supply Chain Analysis
7. Product Benchmarking
7. Strategic Analysis
8. Product Developments
8. Current & Future Market Landscape Analysis
9. Mergers & Acquisition Analysis
9. Opportunity Analysis
10. Patent Analysis
20. Revenue and Volume Analysis

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