The estimated global growth of IOT in retail market is expected to grow at a CAGR of 25% during the forecast period

IOT in retail is mainly used in mobile payments, shopper intelligence, advertising and marketing catalogue.

HYDERABAD, TELAGANA, INDIA, September 14, 2018 /EINPresswire.com/ -- IOT In Retail, A Digital Transforming Experience For Costumers

The IOT is the platform of connecting devices to the internet and other connected devices. The IOT in retail is gaining costumer experience and increasing revenue. IOT in retail is mainly used in mobile payments, shopper intelligence, advertising and marketing catalogue. The demand of this market is driven by internet worldwide and declining cost of IOT components such as sensors and RFID. Cloud platform factor is considered as important driver of IOT market. IOT in retail market manifest many attractive applications that are attracting and connecting high volume of customers.

IOT has many attractive applications in retail industry. IOT gives lot of advantages to retail industry in the areas of decision making, inventory maintenance, asset management, increasing efficiency, reduction of costs, shaping the customer experience, conversion of leads into customers and so on. IOT also has the potential to provide opportunity to employ more number of people in retail industry.

To access / purchase the full report browse the link below
https://industryarc.com/Report/16316/iot-in-retail-market.html

Although, IOT is beneficial it has its own set of challenges to face. Data brokerage is one of them. Customer data is sold by third parties and is used for advertising for their products. To overcome this challenge strict guide lines are framed to protect data by General Data Protection Regulation (GDPR). But in future, IOT will cover up the whole market of retail. Predictive equipment maintenance, demand aware warehouse, connected consumers and smart stores are some of the counted applications implemented by IOT in retail. Predictive equipment maintenance is used for managing equipment and predicting its failure. Demand aware warehouse consists of automation and robotics driven by either online or in-store and so on.
A growing need of consumer loyalty and in-store experience is driving the IOT technology in retail market. North America is the most profit-making region for the vendors in global connecting retail market, while Europe is the second lucrative region. The demand for IOT in retail from Asia Pacific region is rising. South America is getting highlighted as profitable region.

The first part of digital transformation project is designed to combine online, in-store shopping creating new ways to attract customers and make them understand about the brand. Retail industry is bringing out project to put more potential at the shopper's fingerprint, offering them more options of payment and experiencing the conventional fitting rooms with digital mirrors. IoT in retail is going to preserve customer privacy while keeping the sales staff informed on customer traffic, demand, inventory and stocking.

Talk to one of our sales representative about the full report by providing your details in the

below link:
https://industryarc.com/support.php?id=16316

Internet of Things in retail market is segmented as indicated below:

1. Internet of things in Retail market – Components
1.1. Hardware
1.1.1. Gateway
1.1.2. RFID
1.1.3. Sensors
1.2. Software

2. Internet of things in Retail market – Technology
2.1. NFC(Near Field Communication)
2.2. Bluetooth Low Energy (BLE)
2.3. Zigbee
2.4. Wi fi
2.5. Others

3. Internet of things in Retail Market – Applications
3.1. Remote Device Management
3.2. Professional services
3.3. Managed services
3.4. Interactive mirrors
3.5. Beacon alerts
3.6. Retail workshop management tools
3.7. Augmented reality apps
3.8. Robot guides
3.9. Shopper mapping
3.10. Customer relationship management
3.11. Smart Signage
3.12. Smart shelves embedded with sensors
3.13. Others

4. Internet of things in Retail market – Functional area
4.1. Intelligent payment Solution
4.2. Energy optimization
4.3. Digital signage
4.4. Advertising and Marketing
4.5. Resource management
4.6. Safety and security
4.7. Smart shelf and smart doors
4.8. Smart chain management
4.9. Others

5. Internet of things in Retail Market – By Market Entropy

6. Internet of Things in Retail Market – By Geography
Companies Cited / Interviewed / Referenced
Omnitrol
Engage 3
Snapbizz
Minodes
Plexure

Kontakt.io
Software Automation
BlueFox.io
Kwik
Leantegra
Intel Corporation Inc.
Microsoft corporation
Apple
IBM Corporation
PTC Corporation
Cisco system Inc.
Hiku
Crowder
Company 30+

Related Reports:
A. Retail Analytics Market
https://industryarc.com/Report/15357/retail-analytics-market.html
B. Industry 4.0 Market
https://industryarc.com/Report/18544/industry-4-market.html

What can you expect from the report?
The IoT In Retail Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in IoT In Retail Market?
Response: Yes, we do have separate reports and database as mentioned below:

1. North America IoT In Retail Market (2018-2023)
2. South America IoT In Retail Market (2018-2023)
3. Europe IoT In Retail Market (2018-2023)
4. Asia Pacific IoT In Retail Market (2018-2023)
5. Middle East and Africa IoT In Retail Market (2018-2023)

6. Software Components of IoT In Retail Market (2018-2023)
7. Zigbee Technology in IoT In Retail Market (2018-2023)
8. Professional services in IoT In Retail Market (2018-2023)
9. Digital signage Market in IoT In Retail Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?
Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

Any other custom requirements can be discussed with our team, drop an e-mail to sales@industryarc.com to discuss more about our consulting services.

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We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

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