

# Indoor Positioning and Indoor Navigation Market Qualitative Insights on Application & Outlook by Share, Future Growth

*The report also helps in understanding market dynamics, and structure by identifying and analyzing the market segments and projecting the global market size.*

PORTLAND , PORTLAND, OR, UNITED STATE, September 12, 2022 /EINPresswire.com/ -- Rise in adoption of Bluetooth beacons, increase in demand for proximity marketing, the surge in adoption of IoT in indoor positioning, increase in penetration of connected devices, rise in concerns among the government authorities toward public safety, and growth in advanced bandwidth and internet connectivity services are the major factors that are expected to drive the indoor positioning and indoor navigation market growth.



Indoor Positioning and Indoor Navigation (IPIN) Market

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However, operational challenges and high costs associated with the integration of IPIN systems are expected to hamper the growth of the global IPIN market during the forecast period.

Based on application, the location-based analytics segment dominated the overall indoor positioning and indoor navigation market share in 2017 and is expected to continue this trend during the forecast period due to an increase in proximity marketing solutions in the retail sector.

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In 2017, the retail segment accounted for the highest share of the indoor positioning and indoor navigation market and is projected to remain dominant during the forecast period due to numerous benefits of IPIN solutions in the retail industry such as improved customer searches, effective route planning, and optimized customer targeting. However, the healthcare segment is growing significantly over the past few years and is expected to showcase the highest CAGR during the forecast period.

Some of the key players profiled in the indoor positioning and indoor navigation market report include HERE Technologies, Nextome, IndoorAtlas, Senior AB, Sensewhere, SPREO, Steerpath, indoo.rs, Point, and Airbender.

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Highlights of the report:

1. Comprehensive assessment of all opportunities and risks in the global market.
2. Indoor Positioning and Indoor Navigation Market recent innovations and major events.
3. Detailed study of business strategies for growth of the Indoor Positioning and Indoor Navigation Market-leading players.
4. Conclusive study about the growth plot of Indoor Positioning and Indoor Navigation Market for forthcoming years.
5. In-depth understanding of Indoor Positioning and Indoor Navigation Market-particular drivers, constraints, and major micro markets.
6. Favourable impression of vital technological and market latest trends striking the Indoor Positioning and Indoor Navigation Market.

Access the full summary at: <https://www.alliedmarketresearch.com/indoor-positioning-and-indoor-navigation-ipin-market>

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Lastly, this report provides market intelligence most comprehensively. The report structure has

been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us and is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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