

# Indoor Positioning and Indoor Navigation (IPIN) Market to Grow at a CAGR of 42.0% to Reach USD 43,511 million by 2025

*Rise in demand for IPIN devices & solutions among different venues such as airports, malls, university, hotels, warehouses, hospitals, etc are fueling market*

PORTLAND, PORTLAND, OR, UNITED STATE, October 28, 2022

/EINPresswire.com/ -- Allied Market Research published a new report, titled, "Indoor Positioning and Indoor Navigation (IPIN) Market to Grow at a CAGR of 42.0% to Reach USD 43,511 million by 2025 ." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



Indoor Positioning and Indoor Navigation (IPIN) Market

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Increase in adoption of Bluetooth beacons along with surge in demand for proximity marketing drive the growth of the global IPIN market. However, the challenges regarding implementation and operations of IPIN hinder the market growth. However, increase in demand for connected devices would offer new opportunities for the market players in the next few years.

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Based on technology, the Bluetooth low energy segment is estimated to portray the fastest CAGR of 45.9% during the forecast period. However, the Wi-Fi segment contributed to the highest share in 2017, accounting for more than one-third of the total market share, and is estimated to contribute the highest share throughout the forecast period. The research also analyzes segments including ultra-wideband technology and others.

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Based on end use industry, the retail segment accounted for the dominant share in the global market in 2017, accounting for more than one-fifth of the total market share, and is estimated to maintain its dominance during the forecast period. However, the healthcare segment is expected to maintain the fastest CAGR of 47.8% from 2018 to 2025. The report discusses segments including manufacturing, office spaces, travel & hospitality, logistics, public spaces, and warehouses.

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Geographically, Asia-Pacific is expected to hold the highest CAGR of 48.1% during the forecast period. However, North America accounted for the largest share, holding more than one-third of the total market share in 2017, and will maintain its highest contribution during the forecast period. The report analyzes major market players operating in the global IPIN market such as HERE Technologies, Sensewhere, IndoorAtlas Ltd., Pointr, Steerpath Ltd., Senion AB, Nextome srl, indoo.rs, SPREO, and AirFinder.

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Key Findings of the IPIN Market:

- By application, the location-based analytics segment is expected to dominate the global indoor positioning and indoor navigation market during the forecast period.
- Based on end-use industry, the retail segment generated the highest revenue in 2017.
- Asia-Pacific is anticipated to be the fastest growing region for indoor positioning and indoor navigation market during the forecast period.

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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.

Other Trending Report:

## 1. [Indoor Location 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 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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