

# People Counting System Market to Hit a Valuation of USD 2.71 billion by 2030, Exclusive Report by SNS Insider

*People Counting System Market Size, Share, Growth Drivers and Regional Analysis, Global Forecast 2023 - 2030*

AUSTIN, TEXAS, UNITED STATES, April 15, 2024 /EINPresswire.com/ -- Market Size & Report Scope Overview:

As per the latest insights from SNS Insider, the market size of People Counting Systems, valued at USD 1.31 billion in 2022, is expected to skyrocket to USD 2.71 billion by 2030, exhibiting a remarkable CAGR of 9.5% from 2023 to 2030.

The People Counting System Market encompasses a wide range of applications, catering to the growing need for cutting-edge crowd management solutions across various sectors. This expansive market primarily includes devices utilizing technologies such as thermal sensing, infrared beams, video counters, and Wi-Fi trackers. These systems effectively capture and monitor foot traffic in environments such as retail stores, libraries, transportation hubs, and workplaces. The escalating deployment of people counting systems underscores their critical role in ensuring safety, streamlining operational efficiency, and gauging marketing effectiveness. Moreover, the integration of video-based people counters with 4D technology enhances their functionalities. The market's upward trajectory is bolstered by factors such as regulatory relaxations post-pandemic, driving heightened demand. As the industry adapts to evolving challenges, the scope encompasses technological advancements, strategic collaborations, and competitive dynamics, creating a landscape tailored to the evolving needs of safety-conscious businesses and organizations worldwide.

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People Counting System Market Size and Share Report

## Top Companies Featured in People Counting System Market Report:

- Hella Aglaia Mobile Vision
- Retailnext
- Eurotech
- Axis Communications
- Infrared Integrated Systems
- Shoppertrak
- Axiomatic Technology
- Dilax Intelcom
- Countwise
- Infodev Electronic Designers International

## Market Analysis Insights:

The People Counting System Market demonstrates robust growth, propelled by the imperative focus on safety, security, and effective crowd management. Swift urbanization, coupled with technological innovations, propels the adoption of people counting systems across diverse sectors. The industry's resilience is evident in its response to challenges like the pandemic-induced downturn, rebounding demand as regulations ease. Ongoing innovations, characterized by frequent product launches, foster healthy competition among key market players, further stimulating growth. The market's adaptability is highlighted by the integration of advanced technologies like thermal sensing, infrared beams, and video counters, providing real-time data crucial for safety and operational insights. With a predominant presence in the retail sector, North America emerges as a pivotal player, leveraging its advanced technological infrastructure and strategic positioning of industry giants. The market's trajectory underscores its pivotal role in addressing contemporary challenges and optimizing operational efficiencies across various domains.

## People Counting System Market Segmentation as Follows:

### By type

- Unidirectional
- Bidirectional

### By Offering

- Hardware
- Software

The hardware segment maintains dominance (63.00% in 2021) due to urbanization trends and investments in advanced technologies. The software segment's notable CAGR is credited to its ability to compute overall traffic and conduct comprehensive attendance analysis.

### By Technology

- Infrared Beam
- Thermal Imaging
- Video Based
- Others

The infrared beam segment captures the largest market share, offering self-contained solutions without requiring electricity. Meanwhile, the video-based technology segment is poised for growth, fueled by rising demand from the hospitality and entertainment sectors.

By mounting platform

- Ceiling
- Wall
- Floor

The ceiling mounting platform enjoys widespread adoption due to its easy deployment and precise counting capabilities, whereas the wall mounting platform's flexibility and space-saving advantages drive its growth.

By End Use

- Transportation
- Hospitality
- Industrial
- Retail
- Others

The retail segment maintains its dominance, leveraging technological solutions like 2D and 3D sensors to enhance profitability, customer satisfaction, and operational efficiencies.

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Key Regional Insights:

North America leads the market, supported by its technologically advanced infrastructure, significant number of airports, and the presence of key industry players such as IRISYS, Retail Next, and Teledyne FLIR LLC. The region's strategic growth is attributed to a well-balanced mix of organic growth strategies and strategic partnerships.

Key Takeaways:

- Safety First: Escalating safety concerns are the primary drivers behind the surge in demand for People Counting Systems.
- Technological Advancements: Continuous product innovation and launches contribute

significantly to market expansion.

- Regional Leadership: North America emerges as a frontrunner in the market, driven by advanced infrastructure and the presence of major industry players.

#### Recent Developments:

- In November 2022, Axis Communications AB bolstered the security features of the AXIS P8815-2 3D People Counter with tailgating detection capabilities.
- In March 2021, iris-GmbH introduced the AHELLA Automatic Passenger Counting Sensor IRMA 6, integrating time-of-flight technology for vehicle and railway applications.

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