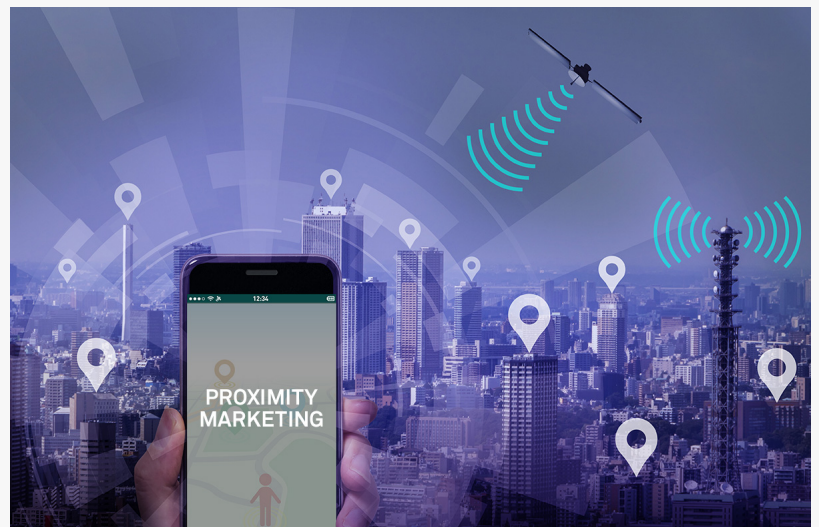


Proximity Marketing Market is Booming with Strong Growth Prospects: Qualcomm, Apple, Bluvision

Stay up-to-date with Global Proximity Marketing Market Research offered by HTF MI. Check how key trends and emerging drivers are shaping this industry growth.

PUNE, MAHARASHTRA, INDIA, August 26, 2024 /EINPresswire.com/ -- The latest study released on the Global [Proximity Marketing Market](#) by HTF MI evaluates market size, trend, and forecast to 2030. The Proximity Marketing market study covers significant research data and proofs to be a handy resource document for managers, analysts, industry experts and other key people to have ready-to-access and self-analyzed study to help understand market trends, growth drivers, opportunities and upcoming challenges and about the competitors.



Proximity Marketing Market

“

According to HTF MI, the global Proximity Marketing market is valued at USD 65.36 Bn in 2023 and is estimated to reach a revenue of USD 288.81 Bn by 2030, with a CAGR of 28.3% from 2023 to 2030. ”

Nidhi Bhawsar

Key Players in This Report Include: Apple Inc. (United States), Google Inc. (United States), Microsoft Corporation (United States), Qualcomm Inc. (United States), Zebra Technologies Corporation (United States), Bluvision Inc. (United States), Estimote Inc. (United States), inMarket Media LLC (Italy), Proxama PLC (U.K.), ROXIMITY (United States), Shopkick Inc. (United States).

Get inside Scoop of Proximity Marketing Market:

https://www.htfmarketintelligence.com/sample-report/global-proximity-marketing-market?utm_source=Krati_EINnews&utm_id=Krati

Definition:

Proximity marketing refers to a marketing strategy that targets consumers based on their location, typically within a specific proximity to a business or event. This approach leverages various technologies to deliver personalized messages, offers, or advertisements to potential customers when they are near or within a certain distance of a physical location.

Market Trends:

Increasing demand in developing countries

Rise in demand of 4G technology boost the proximity marketing market

Market Drivers:

Stiff Competition Between the Business Intelligence Boost the Proximity Marketing Market.

Rapid Demand of Smartphones and Development of Analytical Tools Fuelled Up Market.

Market Opportunities:

Rise in Retail and E-Commerce Sector Leads to Grow the Proximity Marketing Market.

Upsurge Demand Due to Technological Advancements Such as Field Communication, GPS Geo Fencing and Others.

Market Leaders & Development Strategies:

In 2021, This Dutch start-up has introduced a product that will allow luxury retailers to offer rewards to customers at the moment of sale. The embedded NFC tags in the product packaging would make it easier to provide customers with prizes, discounts, invitations to exclusive events, and other incentives. At the Luxe Pack event in Monaco, the company initially debuted the proximity marketing service based on NFC.

Have Any Query? Ask Our Expert @: https://www.htfmarketintelligence.com/enquiry-before-buy/global-proximity-marketing-market?utm_source=Krati_EINnews&utm_id=Krati

The Global Proximity Marketing Market segments and Market Data Break Down are illuminated below:

Proximity Marketing Market is Segmented by Application (Retail & ECommerce, Healthcare, Infrastructural, Banking, Financial Services, and Insurance (BFSI), Other) by Type (Wi-Fi, BLE Beacon, Near Field Communication (NFC), GPS Geofencing, Others) by Software (Content Management System, Context Accelerator and Geofencing, Location Analytics) and by Geography (North America, South America, Europe, Asia Pacific, MEA)

Global Proximity Marketing market report highlights information regarding the current and future industry trends, growth patterns, as well as it offers business strategies to helps the stakeholders in making sound decisions that may help to ensure the profit trajectory over the forecast years.

Geographically, the detailed analysis of consumption, revenue, market share, and growth rate of the following regions:

- The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.)
- North America (United States, Mexico & Canada)
- South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.)
- Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.)
- Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

Objectives of the Report

- -To carefully analyze and forecast the size of the Proximity Marketing market by value and volume.
- -To estimate the market shares of major segments of the Proximity Marketing
- -To showcase the development of the Proximity Marketing market in different parts of the world.
- -To analyze and study micro-markets in terms of their contributions to the Proximity Marketing market, their prospects, and individual growth trends.
- -To offer precise and useful details about factors affecting the growth of the Proximity Marketing
- -To provide a meticulous assessment of crucial business strategies used by leading companies operating in the Proximity Marketing market, which include research and development, collaborations, agreements, partnerships, acquisitions, mergers, new developments, and product launches.

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<https://www.htfmarketintelligence.com/report/global-proximity-marketing-market>

Major highlights from Table of Contents:

Proximity Marketing Market Study Coverages:

- It includes major manufacturers, emerging player's growth story, and major business segments of Proximity Marketing market, years considered, and research objectives. Additionally, segmentation on the basis of the type of product, application, and technology.
- Proximity Marketing Market Executive Summary: It gives a summary of overall studies, growth rate, available market, competitive landscape, market drivers, trends, and issues, and macroscopic indicators.
- Proximity Marketing Market Production by Region Proximity Marketing Market Profile of Manufacturers-players are studied on the basis of SWOT, their products, production, value, financials, and other vital factors.

Key Points Covered in Proximity Marketing Market Report:

- Proximity Marketing Overview, Definition and Classification Market drivers and barriers
- Proximity Marketing Market Competition by Manufacturers
- Impact Analysis of COVID-19 on Proximity Marketing Market
- Proximity Marketing Capacity, Production, Revenue (Value) by Region (2023-2030)

- Proximity Marketing Supply (Production), Consumption, Export, Import by Region (2023-2030)
- Proximity Marketing Production, Revenue (Value), Price Trend by Type {Wi-Fi, BLE Beacon, Near Field Communication (NFC), GPS Geofencing, Others}
- Proximity Marketing Manufacturers Profiles/Analysis Proximity Marketing Manufacturing Cost Analysis, Industrial/Supply Chain Analysis, Sourcing Strategy and Downstream Buyers, Marketing
- Strategy by Key Manufacturers/Players, Connected Distributors/Traders Standardization, Regulatory and collaborative initiatives, Industry road map and value chain Market Effect Factors Analysis.

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Key questions answered

- How feasible is Proximity Marketing market for long-term investment?
- What are influencing factors driving the demand for Proximity Marketing near future?
- What is the impact analysis of various factors in the Global Proximity Marketing market growth?
- What are the recent trends in the regional market and how successful they are?

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Middle East, Africa, Europe or LATAM, Southeast Asia.

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