Global RTLS Market in the Healthcare Industry 2016-2020

Description: An overview of the global RTLS market in the healthcare industry
The market research analyst expects the global RTLS market in the healthcare industry to witness a tremendous growth during the forecast period, posting a CAGR of more than 56%. RTLS or real-time location system solutions provide a high degree of intelligence in locating assets as people that brings real-time data to the decision-makers, which leads to process improvement and faster decision making. As a result, the demand for RTLS solutions is expected to increase significantly.

A large number of hospitals are deploying RTLS tags to enhance its operations and increase profitability, which is one major driver contributing to the growth of the market. RFID tags provide a wide variety of applications such as asset management, for quickly locating equipment such as hospital beds, wheelchairs, ventilators, oxygen cylinders, and infusion pumps. Also, they make use of RTLS tags for monitoring of sensitive equipment's, violent patients, and hospital staffs, including doctors and nurses. Therefore, there is an enormous growth opportunity for the global RTLS market in the healthcare industry.

Application segmentation and analysis of the global RTLS market in the healthcare industry
- Asset monitoring
- Patient safety
- Employee management
- Clinical monitoring

As of 2015, the asset monitoring segment dominated the global RTLS market in the healthcare industry, and this segment will continue to lead the market till 2020. The growth of the asset monitoring segment is largely attributed to the increasing deployment of RTLS solutions and increasing penetration of Wi-Fi and WLAN’s in hospitals.

Geographical segmentation of the global RTLS market in the healthcare industry
- Americas
- APAC
- EMEA

With a significant market share of 62%, the Americas dominated the global RTLS market in the healthcare industry in 2015, followed by the EMEA, and the APAC region. Some of the major RTLS providers in hospitals in the Americas are Ekahau, Zebra, and Aeroscout.

Competitive landscape and key vendors
The present competitive environment of the RTLS market in the healthcare industry is expected to intensify following an increase in R&D and M&A during the forecast period. The market is also likely to witness the trend of territorial acquisitions by leading global players. Also, the key players in the market are expected to diversify their geographical presence with a focus on the APAC region during the forecast period.

The top vendors in the market include -
- AeroScout
- Ekahau
- HP
- Zebra Technologies


Key questions answered in the report
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global RTLS market in the healthcare industry?
- What are the Key Market trends impacting the growth of the global RTLS market in the healthcare industry?
- What are the challenges to market growth?
- Who are the key vendors in the global RTLS market in the healthcare industry?
- What are the market opportunities and threats faced by the vendors in the global RTLS market in the healthcare industry?
- What are the trending factors influencing the market shares of the Americas, EMEA, and APAC?
- What are the key outcomes of the five forces analysis of the global RTLS market in the healthcare industry?

Related reports
- Global Real-time Location System (RTLS) market 2015-2019
- RTLS Market in North America 2015-2019

Contents:
PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Market landscape
- Market overview
- Five forces analysis
- Market size and forecast

PART 06: Segmentation by application
- Global RTLS market in healthcare industry by application

PART 07: Geographical segmentation
- Global RTLS market by geographical segmentation

PART 08: Market drivers

PART 09: Impact of drivers

PART 10: Market challenges

PART 11: Impact of drivers and challenges

PART 12: Market trends

PART 13: Vendor landscape
- Competitive scenario
- AeroScout (Stanley Healthcare Solutions)
- Ekahau
- HP Enterprise Services
- Zebra Technologies
- Other prominent vendors

PART 14: Appendix
- List of abbreviations

PART 15: About the Author

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Exhibit 01: Scope of report
Exhibit 02: Product offerings
Exhibit 03: Five forces analysis
Exhibit 04: Global RTLS market in healthcare industry 2015-2020 ($ millions)
Exhibit 05: Percentage shipment of RTLS technologies 2015
Exhibit 06: Global RTLS market in healthcare industry by application 2015 and 2020
Exhibit 07: Global RTLS market by geographical segmentation 2015
Exhibit 08: Impact of drivers
Exhibit 09: Impact of drivers and challenges
Exhibit 10: AeroScout: Products and services
Exhibit 11: HP Enterprise Services: Business segmentation by revenue 2014
Exhibit 12: HP Enterprise Services: Revenue by 2013 and 2014 ($ billions)
Exhibit 13: HP Enterprise Services: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 14: HP Enterprise Services: Geographical segmentation by revenue 2014
Exhibit 15: Zebra Technologies: Business segmentation by revenue 2014
Exhibit 16: Zebra Technologies: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 17: Zebra Technologies: Geographical segmentation by revenue 2014

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