IoT in Retail Market: By Component (Hardware, Software), Service (Remote Device Management); By Technology (Zigbee, Wi-Fi); By Functional Area (Advertising & Marketing, Digital Signage) & By Region-Forecast (2016-2022)

Description:

The Internet of Things (IoT) can be defined as a system of interrelated computing devices, mechanical and digital machines, objects, or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. Increasing usage of online medium for shopping and making payments is generating a large amount of data and transaction for the retail industry which is expected to grow in the near future too. However, the emergence of cloud payments and reduced cost components is expected to remain the key growth driver during the period of study.

Geographically, North America dominated the IoT in retail market driven by higher market share of e-commerce and organised retail in the region. North America was followed by Europe and Asia-Pacific as second and third largest market for the IoT in retail market. Asia Pacific is projected to have the fastest growth, owing to rapidly developing e-commerce industry and an organised retail market, in developing nations such as China and India in this region.

This report identifies the IoT in retail market size for the years 2014-2016, and forecast of the same till the year 2022. It also highlights the market drivers, restraints, growth indicators, challenges, and other key aspects with respect to the IoT in retail market.

This report segments the IoT in retail market on the basis of component, technology, service, functional area and regional market as follows:

Internet of Things (IoT) in retail market research report is classified on the basis of component. Some of the major components covered in this report are as follows:
- Hardware (Gateway, RFID, Sensors) & Software

Internet of Things (IoT) in retail market research report is classified on the basis of service. Some of the major service covered in this report are as follows:
- Remote device management, Professional services, Managed Service

Internet of Things (IoT) in retail market research report is classified on the basis of Technology. Some of the major technologies covered in this report are as follows:
- Zigbee, Bluetooth Low Energy (BLE), Near Field Communication (NFC), Wi-Fi

Internet of Things (IoT) in retail market research report is classified on the basis of functional area. Some of the major functional areas covered in this report are as follows:

This report has been further segmented into major regions, which includes detailed analysis of each region such as: North America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW) covering all the major country level markets in each of the region.

This report identifies all the major companies operating in the IoT in retail market. Some of the major companies’ profiles in detail are as follows:

- Intel Corporation Inc.
- Microsoft Corporation
- IBM Corporation
- PTC incorporation
- Cisco Systems Inc.

Contents:

1. Internet of Things (IoT) in Retail Market - Overview
2. Executive Summary
3. Internet of Things (IoT) in Retail Market Landscape
3.1. Market Share Analysis
3.2. Comparative Analysis
3.3. Product Benchmarking
3.4. End User Profiling
3.5. Top 5 Financials Analysis
4. Internet of Things (IoT) in Retail Market- Forces
4.1. Drivers
4.1.1. Emergence of cloud payment
4.1.2. Reduced cost of components
4.2. Restraints
4.2.1. Security and privacy concerns
4.3. Opportunities
4.4. Challenges
4.5. Porter's Five Forces Analysis
4.5.1. Bargaining Power of Suppliers
4.5.2. Bargaining Power of Buyers
4.5.3. Threat of New Entrants
4.5.4. Threat of Substitutes
4.5.5. Degree of Competition
5. Internet of Things (IoT) in Retail Market- Strategic Analysis
5.1. Value Chain Analysis
5.2. Pricing Analysis
5.3. Opportunities Analysis
5.4. Product/Market Life Cycle Analysis
5.5. Suppliers and Distributors
6. Internet of Things (IoT) in Retail Market, By Component
6.1. Hardware
6.1.1. Gateway
6.1.2. RFID
6.1.3. Sensors
6.2. Software
7. Internet of Things (IoT) in Retail Market, By Technology
7.1. Zigbee
7.2. Bluetooth Low Energy (BLE)
7.3. Near Field Communication (NFC)
7.4. Wi-Fi
8. Internet of Things (IoT) in Retail Market, By Application
8.1. Remote Device Management
8.2. Professional Service
8.3. Managed Service
9. Internet of Things (IoT) in Retail Market, By Functional Area
9.1. Advertising & Marketing
9.2. Digital Signage
9.3. Energy Optimization
9.4. Intelligent Payment Solution
9.5. Real-Time/ Streaming Analytics
9.6. Resource Management
9.7. Safety & Security
9.8. Smart Shelf & Smart Doors
9.9. Smart Vending Machine
9.10. Supply Chain Management
10. Internet of Things (IoT) in Retail Market, By Geography
10.1. Europe
10.1.1. Germany
10.1.2. France
10.1.3. Italy
10.1.4. Spain
10.1.5. Russia
10.1.6. U.K.
10.1.7. Rest of Europe
10.2. Asia Pacific
10.2.1. China
10.2.2. India
10.2.3. Japan
10.2.4. South Korea
10.2.5. Rest of Asia-Pacific
10.3. North America
10.3.1. U.S.
10.3.2. Canada
10.3.3. Mexico
10.4. Rest of the World (RoW)
10.4.1. Brazil
10.4.2. Rest of RoW
11. Internet of Things (IoT) in Retail Market - Entropy
11.1. Expansion
11.2. Technological Developments
11.3. Merger & Acquisitions, and Joint Ventures
11.4. Supply- Contract
12. Company Profiles (Overview, Financials, SWOT Analysis, Developments, Product Portfolio)
12.1. Intel Corporation Inc.
12.2. Microsoft Corporation
12.3. IBM Corporation
12.4. PTC incorporation
12.5. Cisco Systems Inc.
12.6. SAP AG
12.7. Zebra Technologies
12.8. Google Inc
12.9. ARM Holdings PLC
12.10. Freescale Semiconductor Inc
- More than 40 Companies are profiled in this Research Report, Complete List available on Request -
" - Financials would be provided on a best efforts basis for private companies"
13. Appendix
13.1. Abbreviations
13.2. Sources
13.3. Research Methodology
13.4. Bibliography
13.5. Compilation of Expert Insights
13.6. Disclaimer

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