

Report Information

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People Counting System Market Research Report - Global Forecast to 2030

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Description:

People Counting System Market Overview

Market Research Future (MRFR) predicts the global people counting system market size to expand at 12.2% CAGR from 2020–2030 (forecast period). Primary factors accelerating the growth of this market include ongoing technological developments in the retail sector, growing public safety and security issues, increasing need for people counting systems in hospitality, sports, and entertainment applications, and rising demand for people counting systems to ensure the safety of people in public places and retail stores amid COVID-19.

COVID-19 Impact on the Global People Counting System Market

The global sales of people counting systems have been affected by the COVID-19 pandemic. It has, however, generated opportunities as well as challenges for the players present in the ecosystem. For example, companies providing unidirectional people counting systems with Wi-Fi, Bluetooth, and pressure mat-based technologies have been most affected by COVID-19, as they cannot help end-users maintain social distancing.

On the other hand, end-users, such as retailers, supermarkets, shopping malls, and transport, among many others, are embracing people's counting systems to track and count visitors. These end-users are primarily adopting bi-directional people counting systems with thermal and video-based technologies, which allow end-users to obtain data on the number of visitors in real-time, allowing them to maintain the safety of customers and employees. Companies operating in the market are gaining opportunities from COVID-19 by improving their products in order to ensure public safety. For example, in May 2020, ShopperTrak (US) enhanced its COVID-19 recovery options, Unacast's mobility data, and social distancing scoreboard. Unacast is a global location data and analytics company headquartered in the US. Likewise, in May 2020, Eurotech (Italy) mobilized its automatic passenger counter to comply with the new regulation in the Friuli-Venezia Giulia region of Italy.

Market Dynamics

Market Drivers

- **Accelerated technological advancements in the retail sector**

As per the World Federation of Direct Selling Association (US), the global retail market amounted to around USD 192 billion in 2018. The retail industry has made a range of technological developments, including digital marketing, person counting, analytics, omnichannel retail, sensor data, artificial intelligence, augmented reality, and many more. Retailers have introduced people counting systems to gain a deeper understanding of customers as well as to improve their shopping experience. People counting systems can be combined with retail analytics software to calculate a variety of main performance indicators (KPIs) such as conversion rate, staff planning, visitor count, outside traffic, dwell time, pedestrian foot traffic, walk-in rate, shopper-to-staff ratio, and customer path. Retailers are also making crucial business decisions to support their business in the market. Moreover, in the retail sector, people counting systems offer a range of advantages like high reliability, accuracy, and the ability to exclude strollers, carts, and children from the overall count. Therefore, it offers an immense opportunity for companies working in the people counting system market to deploy their people counters for the retail sector.

Market Restraints

- **Rapid growth in the E-commerce industry**

As per EuroCommerce (Belgium), global B2C e-commerce sales were projected at USD 711.3 billion in 2018. B2C e-commerce sales only cover transactions between end-users and online retailers. E-commerce has had a significant worldwide impact on the development of the retail industry. The dwindling number of visitors to retail stores, shopping malls, and supermarkets has influenced the growth of people counting systems. As e-commerce presents a challenge to brick-and-mortar stores, many stores around the world have been shut down. For example, Ascena Retail Group

(US) closed around 500 of its stores, and Gap Inc. (US) closed about 200 of its stores worldwide in 2018.

Market Segmentation

Global People Counting System Market has been segmented into Type, Connectivity, Product, and Application.

By Type, the global people counting system market has been segmented into unidirectional and bidirectional.

By Connectivity, the global people counting system market has been segmented into wireless and wired.

By Product, the global people counting system market has been segmented into horizontal beam counting system, and overhead people counting system.

By Application, the global people counting system market has been segmented into retail, transportation, sports & entertainment, banking & finance, government, hospitality, and others.

Regional Analysis

- **North America to capture a significant share of people counting system market by 2026**

North America had the highest market share of 43.3% in 2018, with a market valuation of USD 325.1 million; the market is expected to register a CAGR of 17.0% over the forecast period. Development in the North American area is driven by the strong presence of major retail outlets such as Walmart, Costco, and Kroger, among others. In addition, the early adoption of people counting system in public transportation, hospitality, and entertainment sector is projected to boost the market growth.

Competitive Landscape

Prominent players have adopted product launches and innovations, followed by alliances and contracts as the main business strategy to increase their share of the people counting system market. Organic growth strategies, such as product launches and developments, are the focus of many of the companies.

Key Players

- Traf-Sys Inc (US)
- RetailNext Inc (US)
- Siemens AG (Germany)
- ShopperTrak RCT Corporation (US)
- Infrared Integrated Systems Ltd (UK)
- FLIR Systems Inc (US)
- Axis Communications AB (Sweden)
- iris-GmbH infrared & intelligent sensors (Germany)
- HELLA GmbH & Co. KGaA (Germany)
- Eurotech SpA (Italy)
- V-Count (US)

Recent Developments

In March 2020, HELLA Aglaia Mobile Vision GmbH extended its presence in the European market by collaborating with VIDEOR E. Hartig GmbH, a German provider in the field of high-quality video analysis and business intelligence. Under this collaboration, VIDEOR E. Hartig GmbH will serve as a distributor for HELLA Aglaia.

In May 2020, RetailNext entered into a collaboration with Yoobic Limited (UK) and Sensalytics (Germany), companies active in the people counting ecosystem. Under this collaboration, all three organizations are collaborating to deliver advanced occupancy and compliance-related applications to deliver a safer shopping experience.

In May 2020, ShopperTrak enhanced its COVID-19 recovery options Unacast's mobility data and social distancing scoreboard. Unacast is a global location data and analytics company headquartered in the US.

Report Overview

The study estimates revenue growth at global, regional, and country levels and addresses the sector's new developments in each of the sub-sectors from 2018 to 2026. For this research, MRFR segmented the global people counting system market report by type, connectivity, product, application, and region.

Market Segmentation Outlook

By Type Outlook

- Unidirectional

By Connectivity Outlook

- Wireless

By Product Outlook

- Horizontal beam counting system
- Overhead people counting system.

By Application Outlook

- Retail
- Transportation
- Sports & Entertainment
- Banking & Finance
- Government
- Hospitality

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