

## **IPS (Indoor Positioning System) Market in Japan: Key Research Findings 2017**

### ◆ Research Outline

**Yano Research Institute has conducted a study on the domestic IPS (indoor positioning system) market with the following conditions:**

1. Research period: From September to December, 2017
2. Research subject: Providers of indoor positioning information services/solutions, and other related enterprises
3. Research methodologies: Face-to-face interviews, surveys via telephone/email, and literature research

#### **What is an IPS (Indoor Positioning System)?**

An IPS (indoor positioning system) in this research indicates those indoor positioning/location services and solutions that utilize indoor positioning and indoor map technologies. The indoor positioning technology indicates such technology available to provide positioning information even within a building or an underground area where no radio signals from GPS satellites can be reached: They are mainly RFID, wireless LAN (Wi-Fi), BLE (Bluetooth Low Energy), UWB (Ultra-Wideband), IMES (Indoor Messaging System), soundwave (inaudible sounds), PDR (Pedestrian Dead Reckoning) and etc. The indoor map technologies indicate electronic map information that is aligned with location information usually used for navigation tools at railway stations, air ports, and large commercial facilities.

Note that this research did not cover some services that had been covered in the previous research conducted in 2015, so that the market size is recalculated and that the official values differ from those formerly announced.

### ◆ Key Findings

#### ■ **Domestic IPS (Indoor Positioning System) Market for FY2017 Projected to Achieve 2,150 Million Yen**

Size of the domestic IPS (indoor positioning system) market in FY2016 is estimated to have risen by 55.4% from the preceding fiscal year to achieve 1,430 million yen, based on the sales of the businesses. The market is likely to achieve 2,150 million yen by FY2017, which is a rise by 50.3% from the previous fiscal year, showing another high growth rate following the preceding fiscal year. However, the current market size cannot be said as large enough to meet the expectation, but can only be said that the market is still in a dawning era.

When looking at the sales performance by category, the sector that has recorded the largest number of indoor positioning systems introduced is manufacturing, which includes factories, occupying majority of the market. Indoor positioning systems are said to be most effective when used in the B2B category, the condition of which completely coincide with that of the manufacturing industry.

■ **Domestic Indoor Positioning System Market Expected to Attain 7,850 Million Yen by FY2022**

The domestic indoor positioning system market in FY2018 is expected to rise by 42.8% from the previous fiscal year to achieve 3,070 million yen, and is projected to reach 5,250 million yen by FY2020, and 7,850 million yen by FY2022. Such expectation of rapid growth is because some manufacturing factories that have secured a certain size of budget for equipment installation mainly in the automobile industry are likely to progressively introduce IPS, together with some factories at multiple large-automakers having already determined to install them, and also IPS using UWB technologies scheduled to be extensively adopted at various manufacturers.

◆ **Report Format:**

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Format: 181 pages in A4 format

Price: 180,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

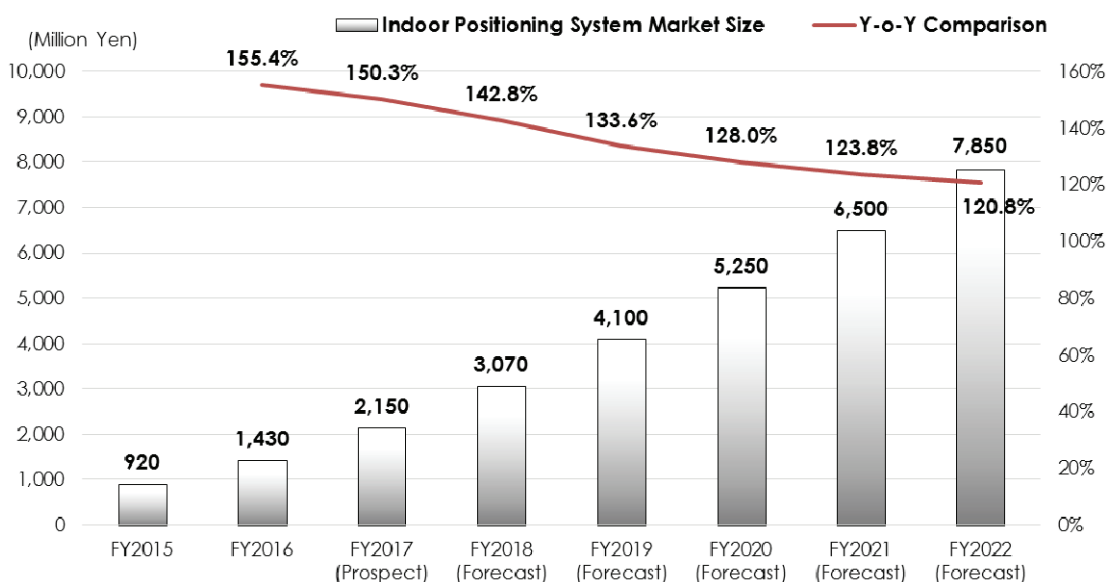
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■ **Figure 1: Forecast of Domestic IPS (Indoor Positioning System) Market Size**



Estimated by Yano Research Institute

Notes:

1. The market size is based on the sales of the providers of indoor positioning/location services and solutions.
2. An IPS (indoor positioning system) in this research indicates those indoor positioning/location services and solutions that utilize indoor positioning and indoor map technologies.