



Bluetooth market update

2018

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a letter from the executive director

In 2018, nearly 4 billion devices will ship with *Bluetooth*[®] technology. Thanks to Bluetooth mesh networking and the momentum of Bluetooth 5, Bluetooth is now poised as an industrial-grade connectivity solution that will be the wireless constant in the Internet of Things (IoT) for decades to come.

Since its inception 20 years ago, Bluetooth has continuously evolved, expanding the universe of innovative ways for things to connect — driving innovation and creating new markets. Whether it is a connection for wireless audio, wearable devices, tracking assets, or automating buildings, Bluetooth is the innovative force creating new consumer, commercial, and industrial markets.

It's an honor to be part of such an incredible community.

Mark Powell | *Executive Director* | *Bluetooth SIG, Inc.*

20 years
of blue.
(thanks to you)

what is Bluetooth SIG, Inc.?

Formed in 1998, the Bluetooth Special Interest Group (SIG), Inc. is the organization at the heart of Bluetooth technology, serving industry-leading member companies across the globe.

Based in Kirkland, Washington, USA, we operate as a nonprofit trade association that works with its member companies to perfect and advance a flexible, reliable, and secure wireless communication solution that solves market challenges and helps realize a better future.

The Bluetooth SIG manages three charter programs:



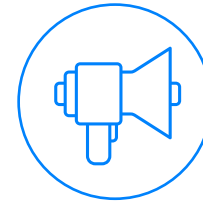
Specification

We expand the capabilities of Bluetooth technology by facilitating the collaboration of our member companies to create new and enhanced Bluetooth specifications.



Qualification

We drive Bluetooth interoperability through a world-class member product qualification program that includes access to the Bluetooth technology and trademark license agreements.



Promotion

We grow the Bluetooth brand by increasing the awareness, understanding, and adoption of Bluetooth technology.

what is the Bluetooth Market Update?



The Bluetooth community continually expands the technology to solve new connectivity challenges and address new market opportunities.

Supported by updated forecasts from ABI Research*, the Bluetooth Market Update examines:

- The growth and health of the Bluetooth SIG member **community**
- The trajectory of Bluetooth **technology**, including trends and forecasts for each radio version and the key Bluetooth solution areas
- New trends in traditional Bluetooth **markets** as well as forecasts in emerging markets in which Bluetooth is taking on an expanded role

The Bluetooth Market Update is intended to help global IoT decision makers stay up-to-date on the role Bluetooth technology can play in their technical roadmaps and markets.

The trends identified in the Bluetooth Market Update highlight the direction of the Bluetooth member community and technology as Bluetooth continues its expansion from a personal communication solution to an industrial-grade connectivity engine.

Over the last 20 years, Bluetooth has been pivotal in enabling compelling customer experiences. It has been one of the key technologies underpinning the consumer wireless revolution. The Bluetooth community continues to grow and extend as the technology enhances its specification in order to retain its prominent position in future markets.

*Stuart Carlaw
Chief Research Officer,
ABI Research*

**Bluetooth is more than a technology.
It's also a community.**

An incredible community of more than 33,000 member companies driven to continually advance wireless connectivity to create a better world.

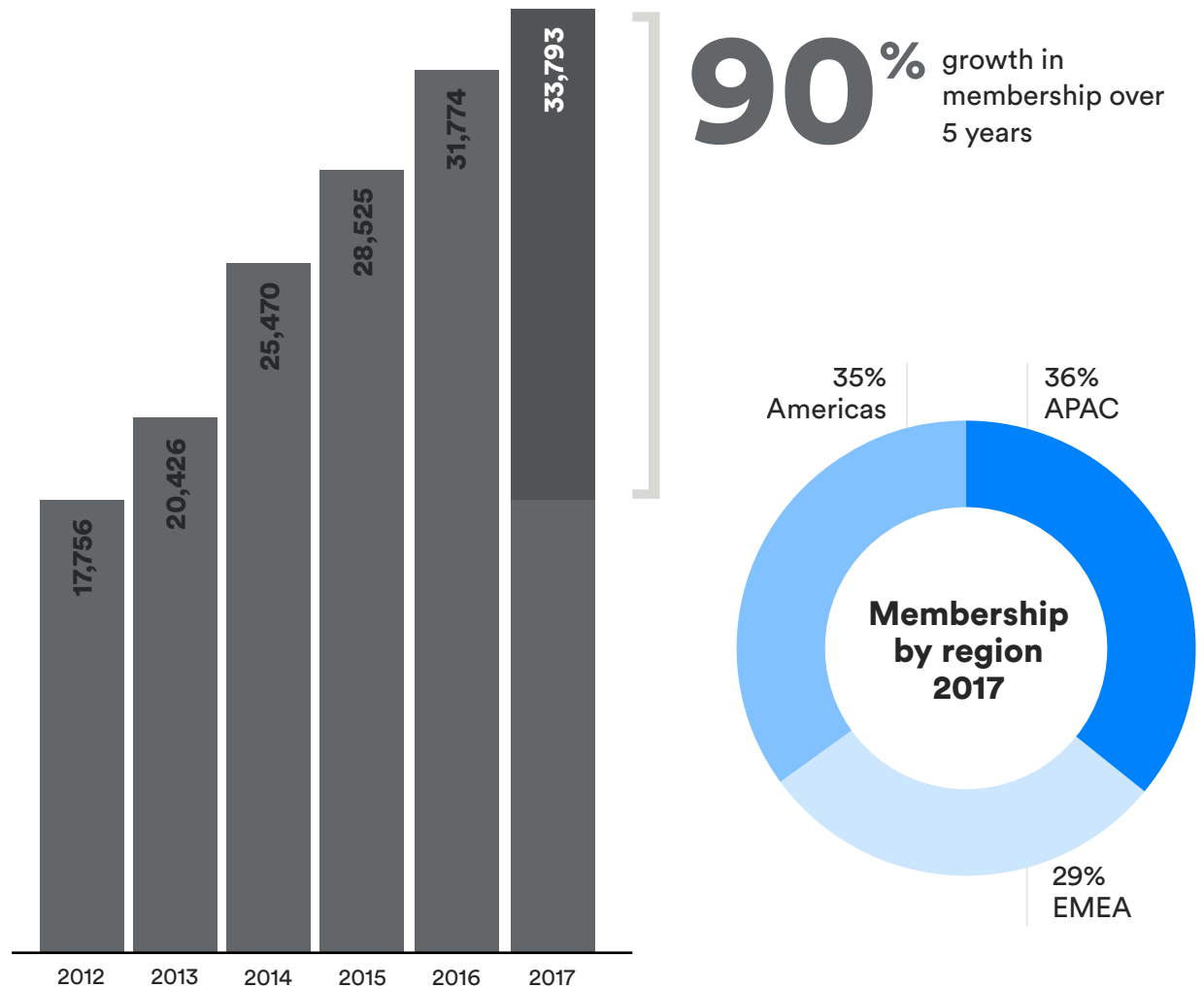
community

membership

Membership at the Bluetooth SIG continues to experience strong growth. By the end of 2017, the community grew to over 33,000 companies spread evenly across all regions of the world, highlighting the true global footprint of Bluetooth technology.

[Learn more about membership](#)

Total Membership



Source: Bluetooth SIG, as of 31 Dec 2017

specifications

The hard work and commitment of our working groups and committees deliver continuous innovation. With the help of 2,004 new group and committee participants in 2017, the Bluetooth SIG working groups delivered nearly one new or updated specification each month.

These groups and committees are the reason Bluetooth technology is the global wireless standard powering the Internet of Things.

[Learn more about working groups](#)

Working Groups are the backbone of the Bluetooth SIG, bringing specifications to life.

15

**Working
Groups**

70

**Active
Specification
Projects**

11

**New/Updated
Specifications
in 2017**

2,004

**New group and committee
members in 2017**

Bluetooth 5

Only nine months after the release of the latest version of the Bluetooth core specification, many of its new features became commercially available in products from the world's leading smartphone vendors. This sets the stage for the widespread adoption of those features in peripherals, beacons, and other key IoT enabling devices.

[Learn more about Bluetooth 5](#)

2x
speed

more performant
devices

4x
range

whole building
coverage

8x
data

richer location
services

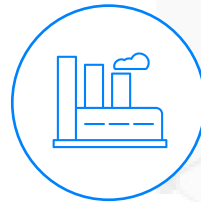
Bluetooth 5 found its way into high-volume consumer products faster than any of our previous technology releases. Now, less than a year after its initial release, Bluetooth 5 is available from all the leading smartphone vendors on the planet.

Mark Powell
Executive Director | Bluetooth SIG

Bluetooth mesh

In 2017, the Bluetooth SIG added mesh networking capability to Bluetooth.

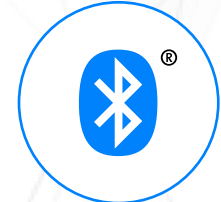
The mesh topology, now available on Bluetooth Low Energy, enables the creation of large-scale device networks and is ideally suited for control, monitoring, and automation systems where tens, hundreds, or thousands of devices need to reliably and securely communicate with one another.



industrial-grade solution



proven, global interoperability



mature, trusted technology

We feel like we are changing the world. We feel very strongly that we've just delivered a third Bluetooth revolution... I think we've taken a significant part of the world by surprise because Bluetooth has always been considered a small personal system. And suddenly we are coming out with something that's so complete, so well-performing, and addressing completely new territories.

Szymon Slupik
Silvair CTO and Bluetooth SIG Mesh Working Group Chair

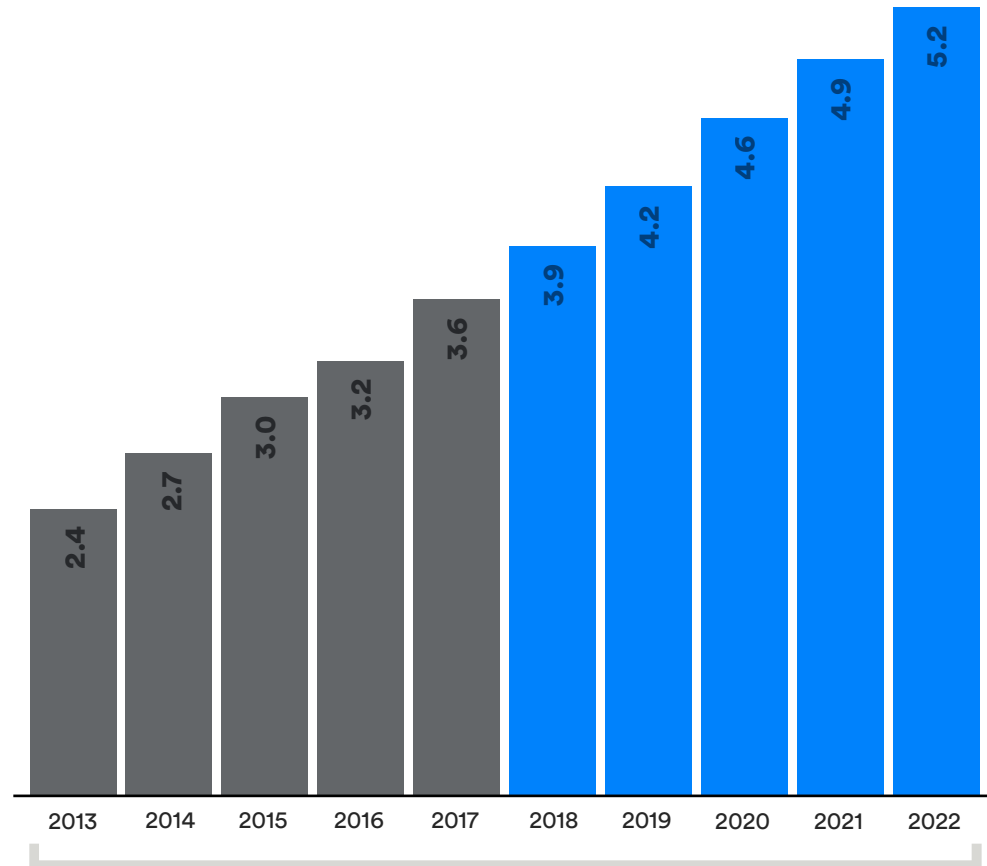
Learn more about
Bluetooth mesh

shipments

Thanks to a membership community driven to expand the technology's capabilities to address new markets, Bluetooth shipments have maintained uncommonly consistent growth, and show no signs of slowing down.


Total Bluetooth Device Shipments

numbers in billions



12%

compound annual growth rate
(CAGR) over 10 years


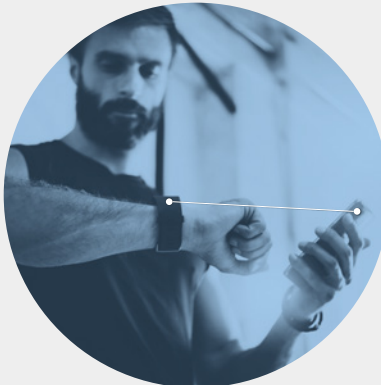




More than just a radio technology, Bluetooth provides full stack, fit-for-purpose solutions aimed at addressing specific connectivity needs.

technology

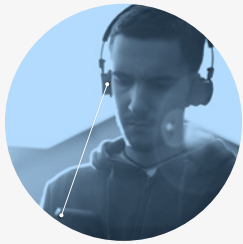
expanding to meet the needs of the IoT

As the demands of the IoT continue to grow, so does Bluetooth. After first addressing point-to-point connectivity, Bluetooth expanded into broadcast communications to enable indoor positioning and location services. Now, Bluetooth mesh networking has propelled Bluetooth into emerging markets in need of a reliable wireless solution to establish large-scale device networks.

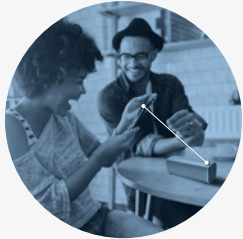
solution	<p>audio streaming</p>  <p>wireless headsets wireless speakers in-car infotainment</p>	<p>data transfer</p>  <p>sports & fitness devices health & wellness devices peripherals & accessories</p>	<p>location services</p>  <p>point of interest information navigation & way finding item & asset tracking</p>	<p>device networks</p>  <p>control systems monitoring systems automation systems</p>
topology	<p>point-to-point</p>	<p>point-to-point</p>	<p>broadcast</p>	<p>mesh</p>
radio	<p>Bluetooth Basic Rate/ Enhanced Data Rate (BR/EDR)</p>		<p>Bluetooth Low Energy</p>	

audio streaming

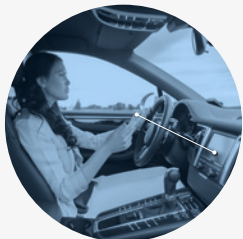
The point-to-point topology available on Bluetooth BR/EDR is optimized for audio streaming, making it the standard-bearer in wireless audio.



Wireless headsets - The original device of the wireless audio market, Bluetooth headsets are now a must-have accessory for mobile phones.



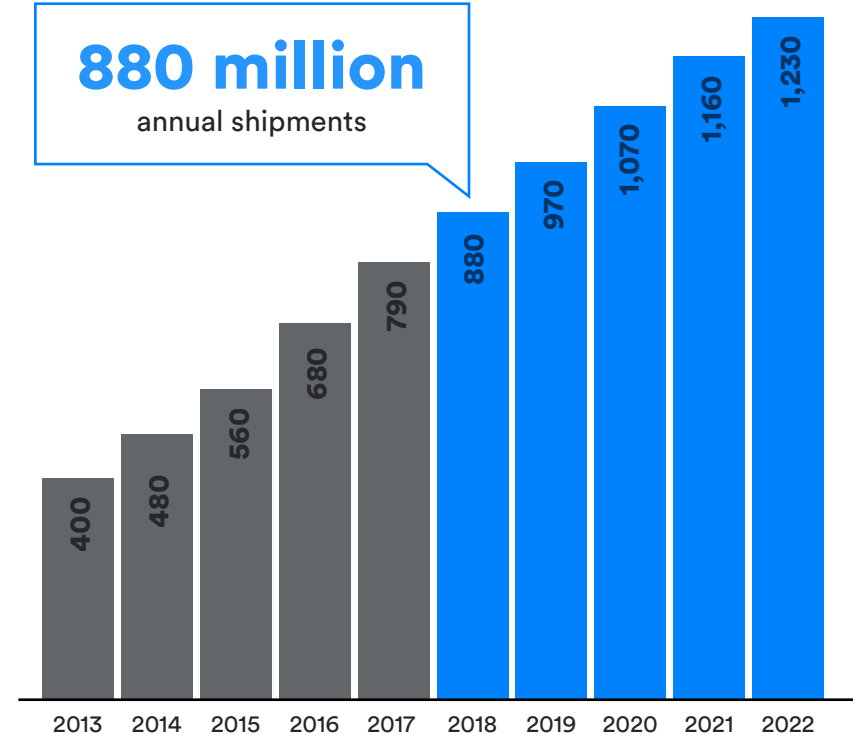
Wireless speakers - Whether it's a high-fidelity entertainment system in the home or a portable option for the beach or park, there's a speaker for any occasion in every imaginable shape and size.



In-car systems - Bluetooth in-car infotainment systems pair with driver smartphones to enable hands-free audio streaming and calling, allowing drivers to keep their focus on what matters most.

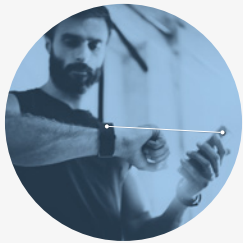
Bluetooth Device Shipments

numbers in millions



data transfer

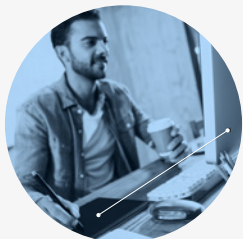
The Bluetooth Low Energy point-to-point topology is optimized for very low-power data transfer, making it ideal for connected device products.



Sports & fitness - Bluetooth powers wearables like fitness trackers and smart watches that are showing up on wrists everywhere to monitor steps, exercise, activity, and sleep.



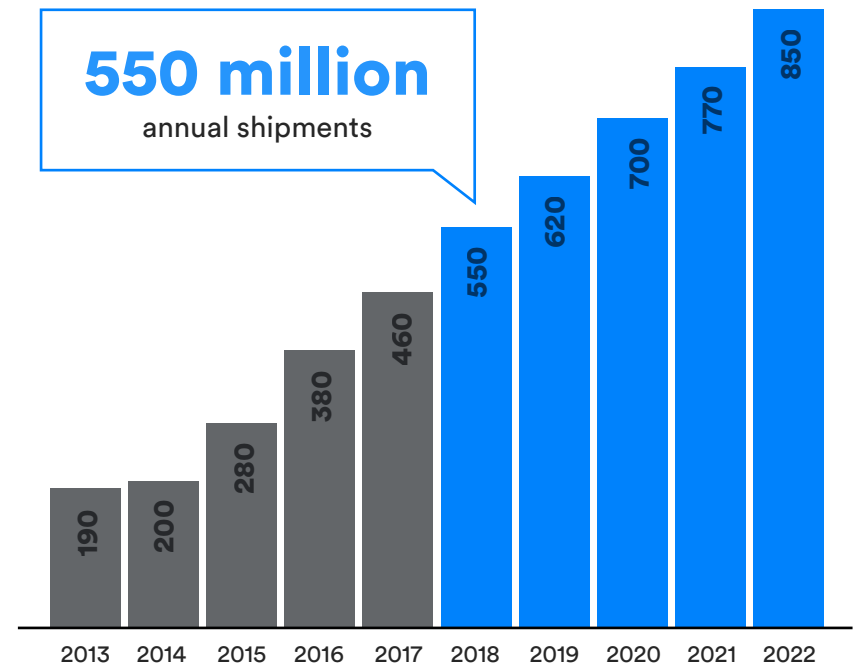
Health & wellness - From blood pressure monitors to portable ultrasound and x-ray imaging systems, Bluetooth technology helps people track and improve their overall wellbeing, while making it easier for healthcare professionals to provide quality care.



PC peripherals & accessories - A driving force behind Bluetooth is freedom from wires. Whether it's a keyboard, trackpad, or mouse, consumers no longer need wires to stay connected.

Bluetooth Device Shipments

numbers in millions



location services

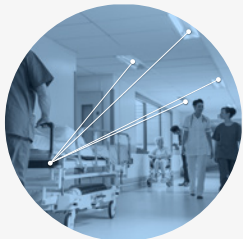
The broadcast topology available on Bluetooth Low Energy is ideally suited for enabling indoor positioning and location services.



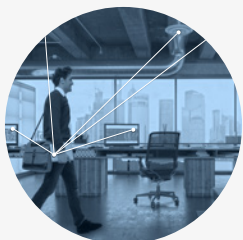
Point-of-interest information - Retailers were among the first to adopt point-of-interest (PoI) beacons. Smart cities are now discovering how PoI beacons can improve the quality of life for citizens and enhance the visitor experience.



Indoor navigation - Bluetooth beacon-based indoor navigation and way-finding solutions have quickly become the standard way to overcome indoor coverage challenges that GPS can't address.



Asset and item tracking - Bluetooth beacons power the rapidly growing asset tracking and item finding markets, from inexpensive personal item tracking solutions to large-scale asset tracking solutions found in hospitals and factory floors.



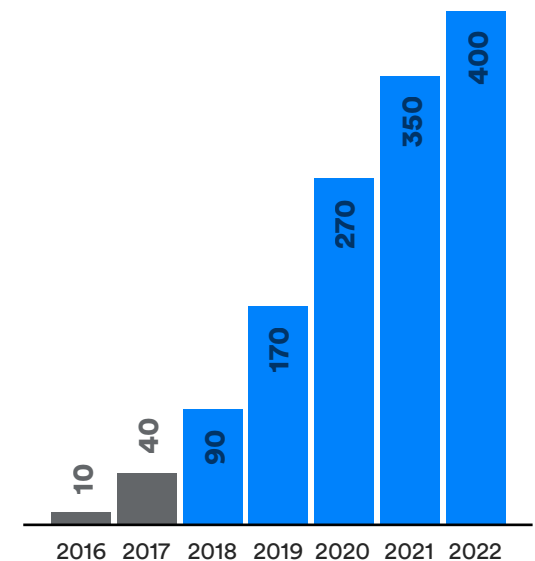
Space utilization - Bluetooth beacon solutions are being deployed within office buildings, airports, exhibition centers, and even on city streets around the world to enable building owners and city planners to better understand how space is being used.

Bluetooth Device Shipments

numbers in millions

400 million

annual shipments



device networks

The mesh topology on Bluetooth Low Energy is optimized for creating large-scale device networks.



Control systems - Bluetooth mesh is quickly being adopted as the wireless communications platform of choice in a number of control systems, including lighting control solutions for the smart building and smart industry markets.



Monitoring systems - Bluetooth wireless sensor networks (WSN) are monitoring light, temperature, humidity, and occupancy to improve employee productivity, lower building operating costs, or better meet condition and maintenance requirements of production equipment to reduce unplanned downtime.



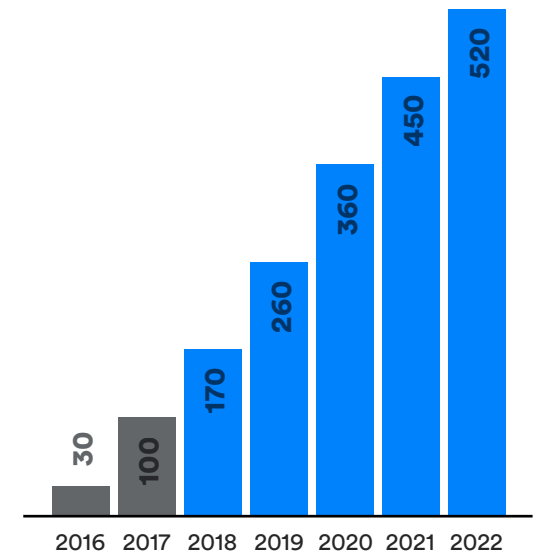
Automation systems - Bluetooth enables the automatic, centralized control of a building's essential systems, including heating, ventilation and air conditioning (HVAC), lighting, and security to harness energy savings, lower operating costs, and improve the life span of a building's core systems.

Bluetooth Device Shipments

numbers in millions

520 million

annual shipments



shipments by solution area

2x

growth in annual volume of audio streaming and data transfer solutions by 2022

Point-to-point is still on the rise

Despite Bluetooth technology's expansion to support a wider range of topologies and emerging use cases, the use of Bluetooth for audio streaming and data transfer continues to grow, with annual shipments expected to double in the next five years.

10x

growth in annual volume of Bluetooth location services devices by 2022

Location services have the steepest 5-year growth forecast

Bluetooth indoor positioning and location services are poised to be the fastest growing solution area. Bluetooth based location solutions are increasingly deployed by smart buildings and venues around the world to enable point-of-interest solutions, way finding, asset tracking, and space utilization.

5x

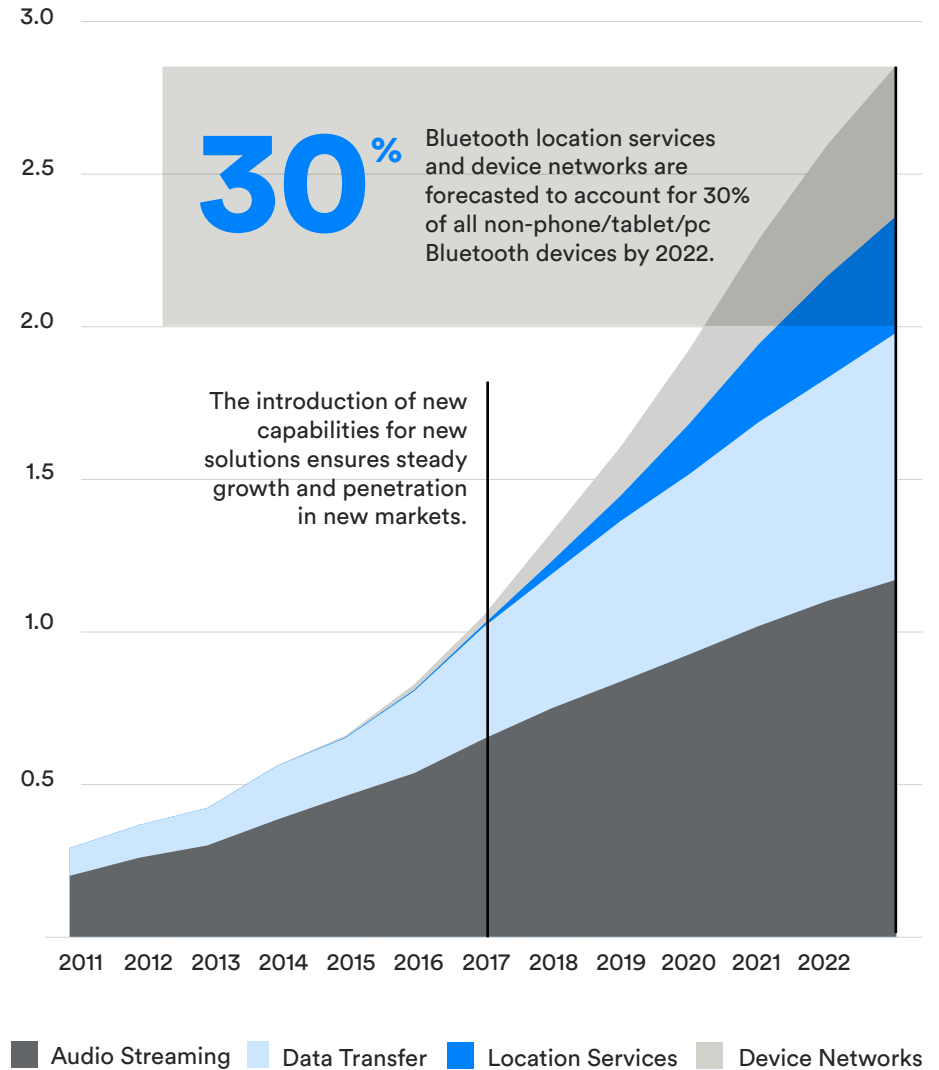
growth in annual volume of Bluetooth device network products by 2022

Device network solutions are predicted to grow rapidly

The launch of Bluetooth mesh has accelerated the growth of device network solutions. Lighting control systems and wireless sensor networks are two use cases driving the increase in device network implementations.

Bluetooth Device Shipments

numbers in billions



*Phone, tablet, and PC devices not included

shipments by radio version

1/3

Bluetooth Low Energy (LE) single-mode chips are forecasted to account for more than 1/3 of all shipments by the end of 2022

Demand for low energy spurs rapid growth in Low Energy single-mode chips

The rapid adoption of connected device solutions across multiple markets and the accelerated deployment of location services are driving swift momentum in Bluetooth Low Energy single-mode chip solutions.

97%

of all Bluetooth chips shipped in 2022 will contain Low Energy technology

Multi-purpose functionality is driving sharp growth in dual-mode chips

Since the 2010 release of Bluetooth Low Energy, shipments of dual-mode Bluetooth chips have followed a steep growth trajectory. By 2022, 97% of all Bluetooth chips are expected to contain Low Energy technology.

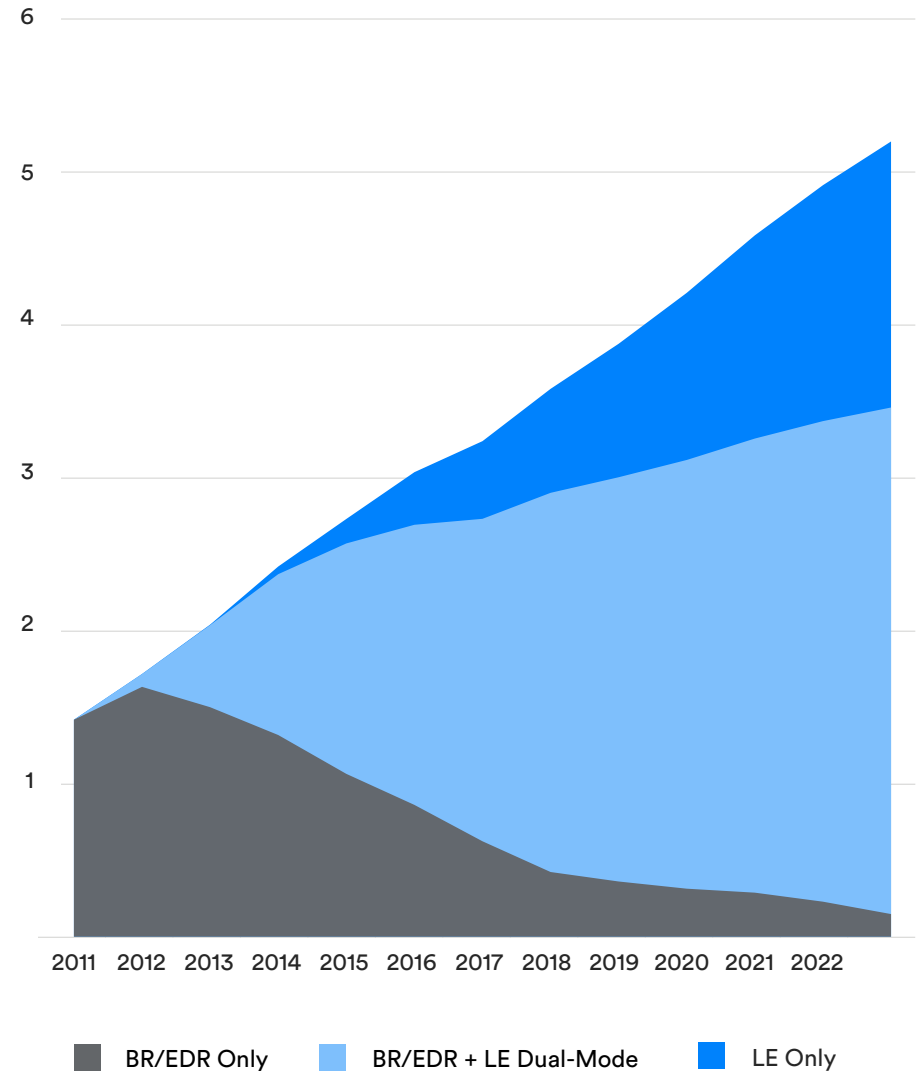
65%

of all Bluetooth chips shipped in 2022 will contain BR/EDR technology

The wireless audio community continues to leverage the streaming capabilities of Bluetooth BR/EDR, and increasingly turns to dual-mode chips to accommodate multiple use cases within audio devices.

Bluetooth Device Shipments

numbers in billions






**Connection drives innovation.
Innovation creates markets.**

For two decades, Bluetooth technology has been creating connections that power innovation, establish new markets, and push the limits of wireless communication worldwide.

markets



Phones, tablets, and PCs have become portals through which people experience every thing and every place. And Bluetooth technology is native in all of them.

With over 2 billion of these Bluetooth devices expected to ship in 2018, industry leaders are increasingly turning to Bluetooth to power their IoT solutions.

**phone, tablet
& PC**

phone, tablet & PC

market numbers

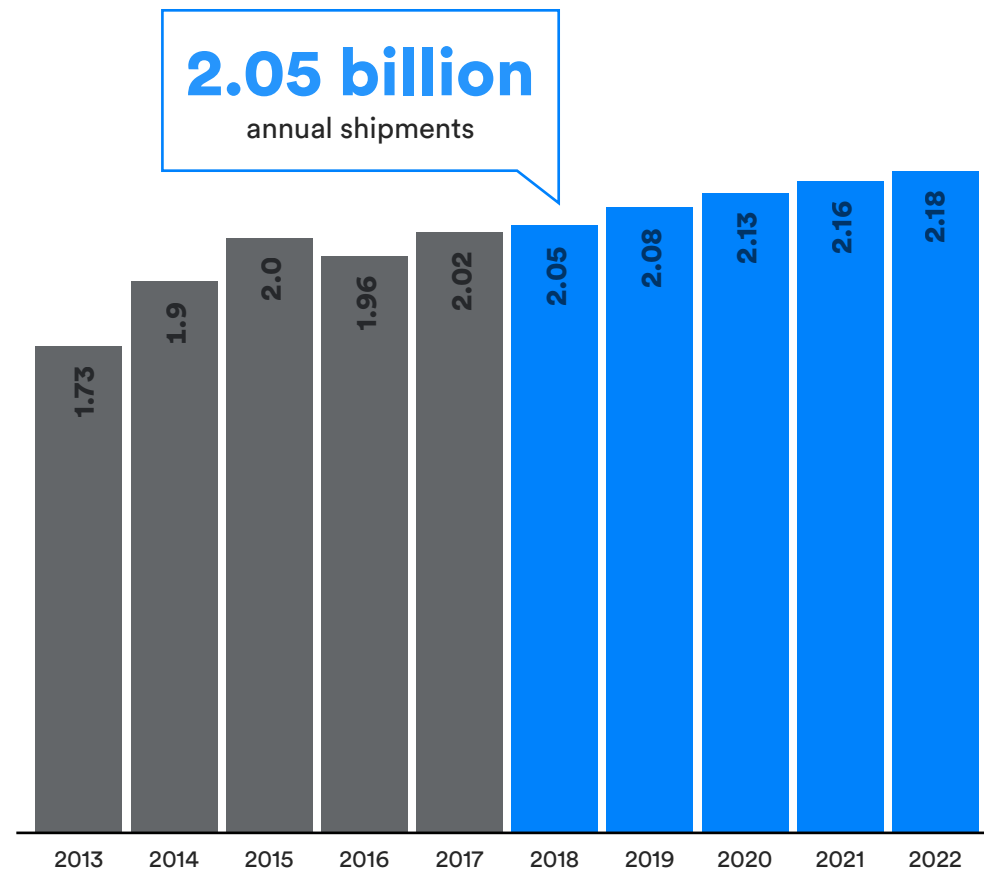


100%

of smartphones, tablets,
and laptops shipped in 2018
will include Bluetooth

Bluetooth Device Shipments

numbers in billions



phone, tablet & PC

market insights



Rapid adoption of Bluetooth 5 in smartphones

The latest version of the Bluetooth core specification found its way into its first smartphone faster than any previous release, further accelerating the widespread deployment of connected devices, beacons, and key IoT enabling solutions.



The trend to design out the audio jack continues

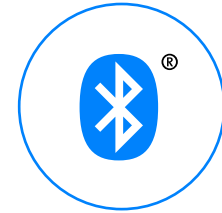
The proven reliability of Bluetooth audio has inspired smartphone manufacturers to design the audio jack out of the phone.

This trend signals increased confidence in Bluetooth as a complete wire replacement and positions Bluetooth as the default way to listen to audio.



Smartphones become central in industrial and commercial use cases

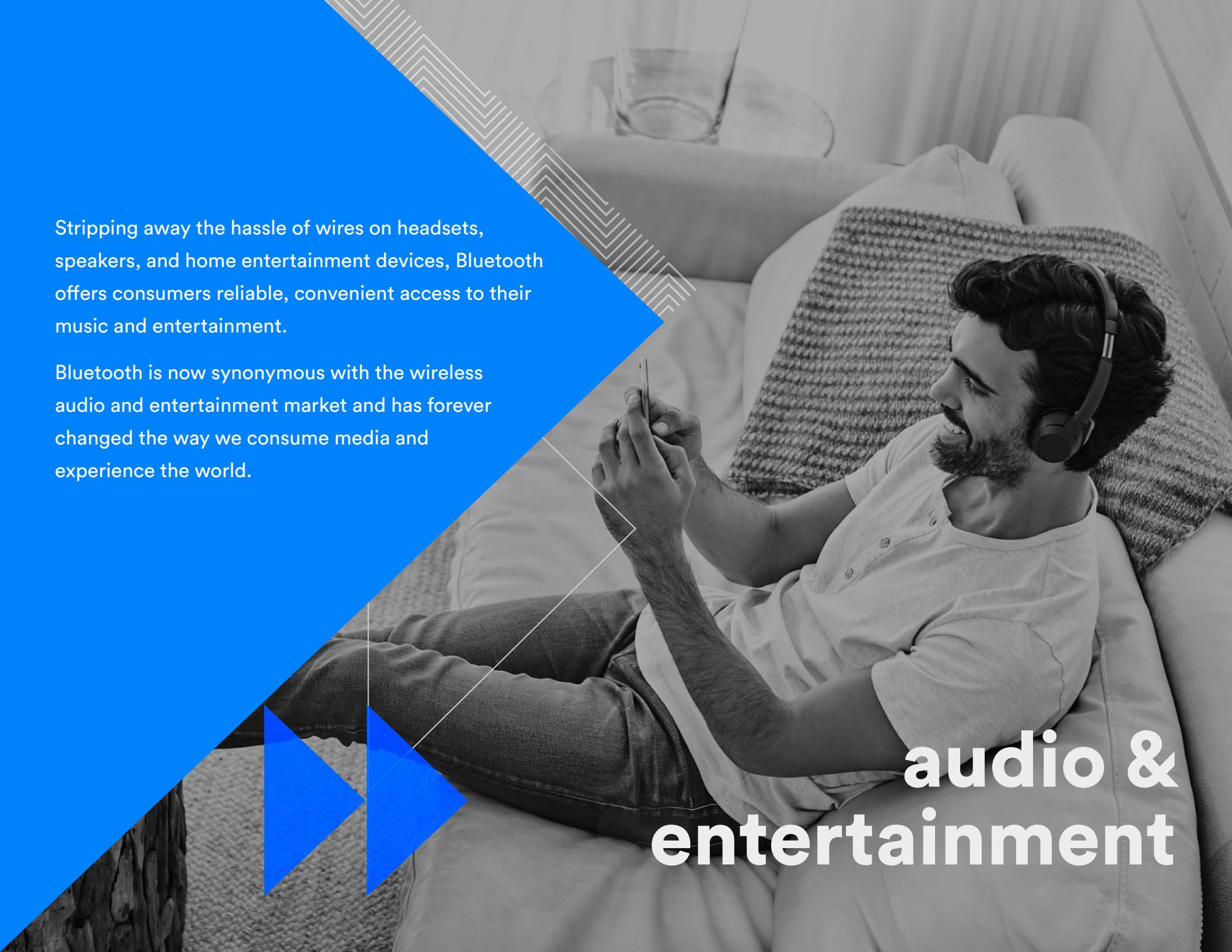
The phone is emerging as a provisioner and central tool for new commercial and industrial use cases such as location services and building automation, making Bluetooth even more essential in mobile devices.



Device pairing becomes even easier

Major device vendors are enhancing the discovery and pairing experience and making a simple process even easier.

Learn more about the
phone, tablet & PC market



Stripping away the hassle of wires on headsets, speakers, and home entertainment devices, Bluetooth offers consumers reliable, convenient access to their music and entertainment.

Bluetooth is now synonymous with the wireless audio and entertainment market and has forever changed the way we consume media and experience the world.

**audio &
entertainment**

audio & entertainment

market numbers

8 out of 10

speakers will include Bluetooth by the end of 2022

100%

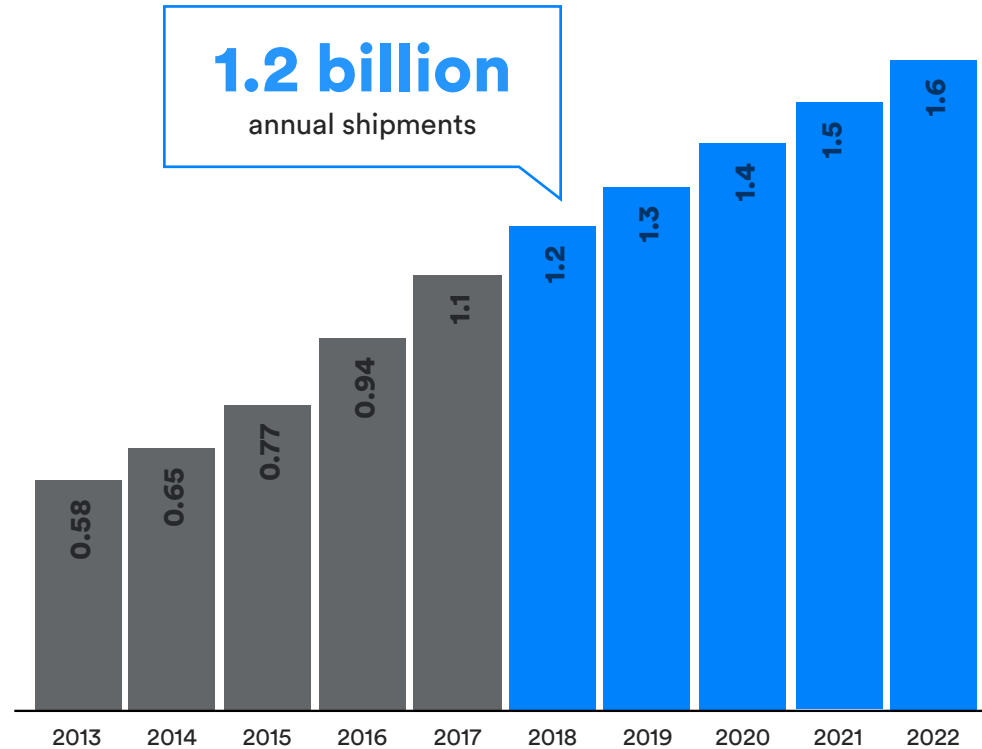
of wireless game controllers shipped in 2018 will include Bluetooth

3x

growth in annual volume in the smart speaker market by the end of 2022

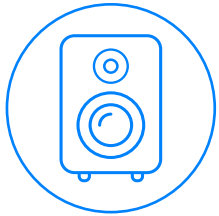
Bluetooth Device Shipments

numbers in billions



audio & entertainment

market insights



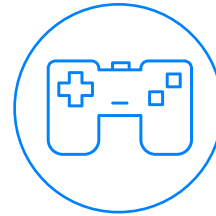
The transition to wireless speakers is almost complete

Steady growth in portable speakers, soundbars, and home theaters signal confidence in Bluetooth quality and reliability. By 2022, 80% of all speakers will include Bluetooth technology.



Headsets, headphones, and earbuds lead market growth

Wireless headsets, headphones, and earbuds account for over 80% of the overall audio market. Notably, earbuds are starting to assert their dominance in the market.



Bluetooth is now dominant in game controllers, with TV remotes following the trend

The transition away from proprietary solutions to Bluetooth is underway in remote controls. Bluetooth is now the dominant wireless technology within game controllers, with TV remotes on a similar trajectory.



Smart speakers emerge in the connected home


A new category of speaker has emerged. The smart speaker market will double in annual volume by the end of 2018 and is forecasted to grow 3x by the end of 2022.



Hearing aids begin the transition to Bluetooth

2017 saw a steady stream of announcements from hearing aid manufacturers, trusting Bluetooth to provide medical-grade audio quality to the hearing-impaired community.

Learn more about the
audio & entertainment market

A black and white photograph of a hand holding a steering wheel. The hand is positioned on the right side of the wheel, with the thumb resting on a control knob. The control knob is circular and features a central button with a plus sign (+) at the top, a minus sign (-) at the bottom, and two arrow keys (left and right) on the sides. Below the knob is a button labeled "MENU". The background is dark and out of focus, showing parts of the car's interior.

A mainstay in the automotive market, Bluetooth technology has created connections between car and driver that have brought new levels of safety to our roads and more convenience to the in-car experience.

Bluetooth is the leading technology behind in-car infotainment systems that enable hands-free calling and audio streaming, and is now powering emerging use cases for keyless entry, in-vehicle wearables, and connected maintenance.

automotive

automotive

market numbers

86%

of new cars, trucks, and SUVs shipped worldwide in 2018 will come standard with Bluetooth

4.5x

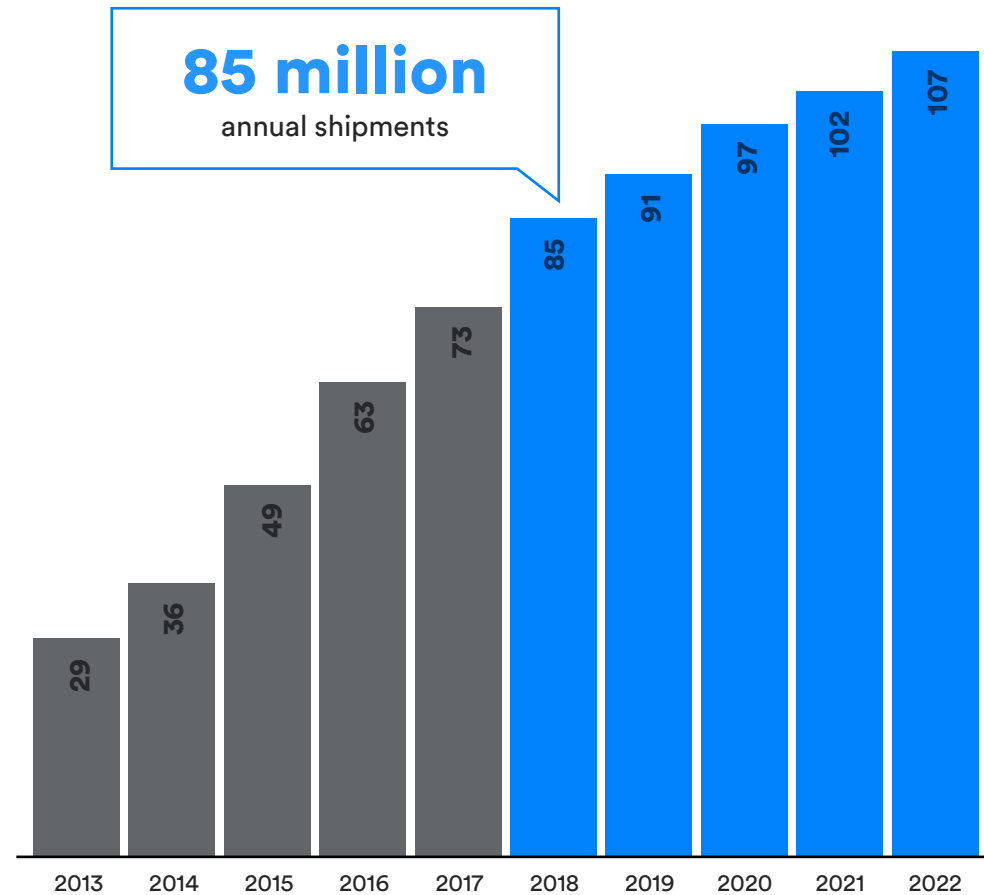
growth in annual volume of under-the-hood Bluetooth devices shipped by 2022

85%

of Bluetooth automotive device shipments will be in-car infotainment systems in 2018

Bluetooth Device Shipments

numbers in millions



automotive

market insights



Bluetooth is now standard equipment in most new cars

In 2018, 86% of all new vehicles will include Bluetooth connectivity.

In-car infotainment systems will account for 85% of Bluetooth automotive device shipments in 2018.



Wearables are becoming part of the automotive market

Bluetooth is powering in-vehicle wearables that monitor blood pressure, heart rate, and activity levels, triggering driver alerts when detecting signs of sleep or fatigue.

In-vehicle wearables will show strong growth in volume over the forecast period.



Smartphones are becoming the new key fob and more

The key fob migrating into the smartphone will enable a wider variety of convenience features, including proximity detection for automatic locking and unlocking, custom seat positioning, and the transfer of virtual keys to additional drivers.




Bluetooth is being adopted for under-the-hood solutions

Bluetooth wireless sensor systems simplify maintenance in both commercial fleets and consumer vehicles by transferring diagnostic information and alerts to service management solutions.

The volume of under-the-hood devices shipped each year is forecasted to grow 4.5x by 2022.

Learn more about the automotive market

A black and white photograph of a man wearing a beanie and a jacket, looking down at a smartwatch on his wrist. The image is partially overlaid by a large blue triangle on the left side. The text is positioned within this blue area.

From everyday household items to health and wellness devices that are changing the face of healthcare, Bluetooth is the common thread across the connected device market.

By connecting billions of everyday devices and enabling the invention of countless more, Bluetooth technology is helping transform the IoT vision into reality.

connected device

connected device

market numbers

4x

growth in annual smartwatch shipments over the next 5 years

102m

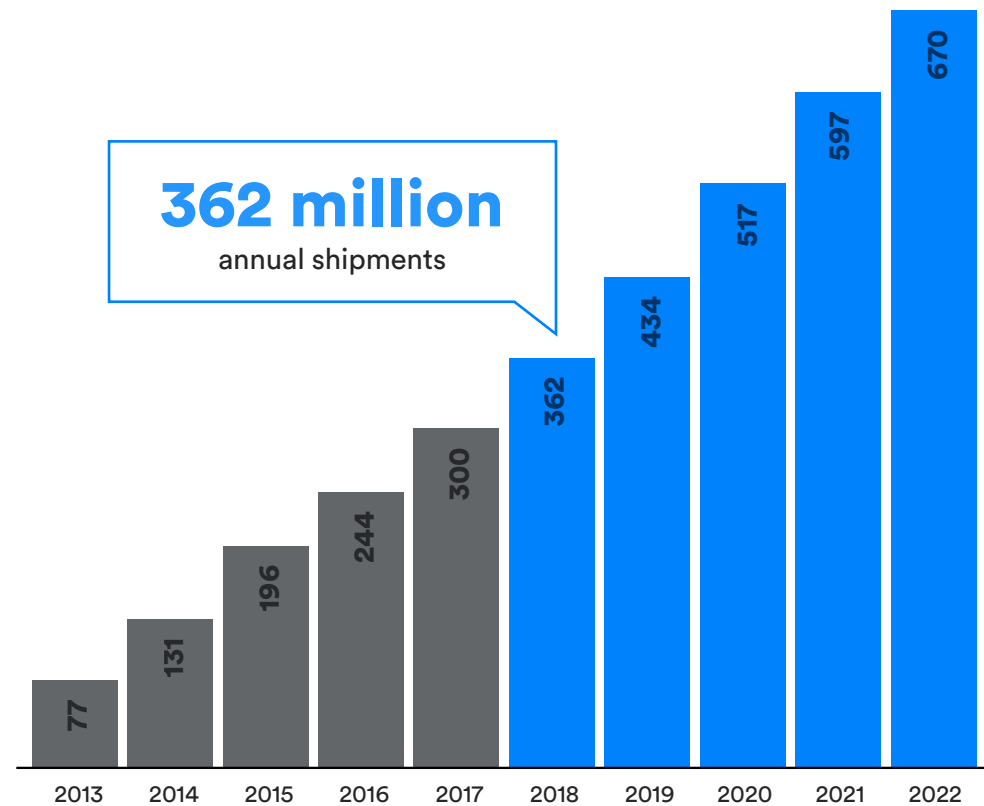
Bluetooth enterprise wearables forecasted to ship in 2022

80m

Bluetooth consumer robots forecasted to ship in 2022

Bluetooth Device Shipments

numbers in millions



connected device

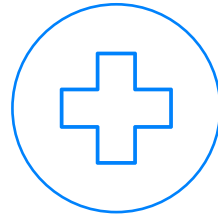
market insights



Consumer wearables are getting more sophisticated

A new breed of fitness devices that offer more specialized, multi-purpose functionality have emerged and will continue to experience consistent growth.

The smartwatch market has also become more diverse and will maintain its steady growth trajectory.



Medical grade devices are on a steady climb

Demand for healthcare providers to better administer medication, diagnose injuries, and receive critical updates on their patients' conditions is driving a 28% CAGR in Bluetooth healthcare wearables over the next 5 years.



Enterprise wearables gain significant traction


New enterprise use cases are driving a rapid growth in wearables in the workforce, including smart glasses and wearable scanners. With 102 million Bluetooth enterprise wearables forecasted to ship in 2022, enterprise wearables represent one of the fastest growing segments in the connected device market.



Consumer robotics are emerging in the home

Home helpers that vacuum, clean gutters, and even mow the lawn are here to stay. Bluetooth consumer robots are forecasted to grow from 29M shipments annually in 2017 to just shy of 80M in 2022.

Learn more about the connected device market



Bluetooth expanded the definition of the smart building by enabling indoor positioning and location services that focus on enhancing the visitor experience, increasing occupant productivity, and optimizing space utilization.

In addition, the 2017 launch of mesh networking marked the formal entry of Bluetooth into full-building automation.

smart building

smart building

market numbers

10x

growth in annual volume
of Bluetooth location services
devices by 2022

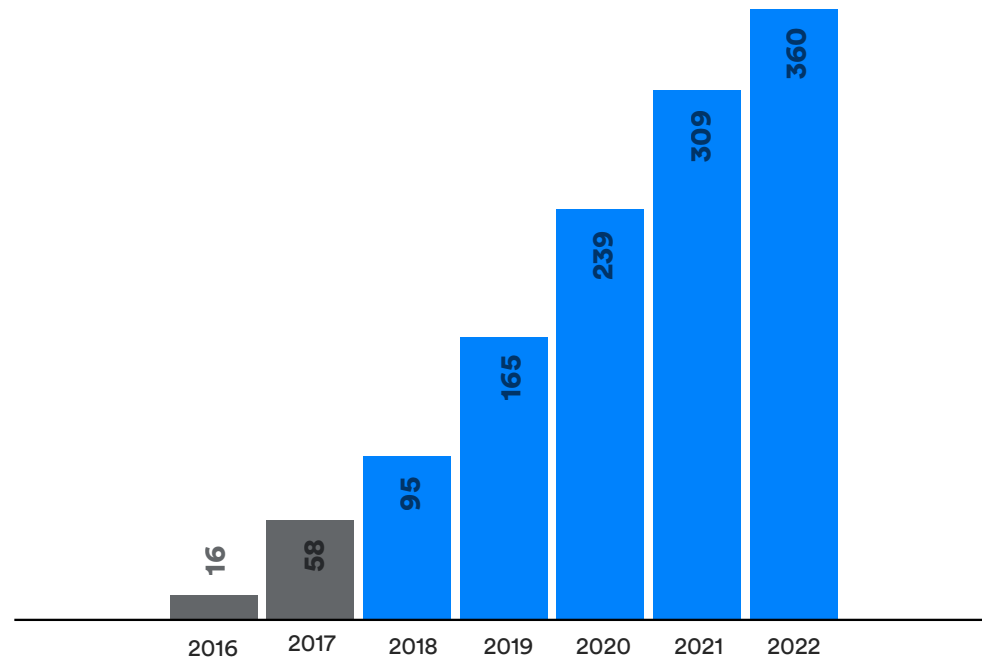
75%

of top 20 retailers
have deployed
location services*

Bluetooth Device Shipments

numbers in millions

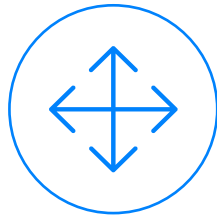
360 million
annual shipments



*Source: Proximity Marketing in Retail, by Unacast

smart building

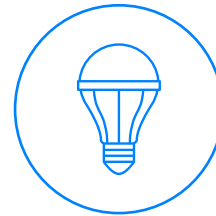
market insights



Location services gain significant traction

Bluetooth technology is powering building-wide networks of beacons that enable indoor positioning and location services, including point-of-interest information, indoor navigation, and asset tracking.

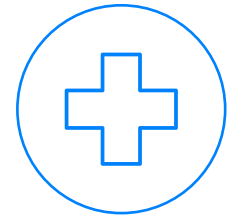
Space utilization is also gaining momentum, with smart offices using Bluetooth to enable sensor-based occupancy mapping.



Connected lighting emerges as a key use case in automation

The ability to intelligently control lighting has a strong business case on its own. In addition, a wireless lighting solution can also function as a platform to further enable point-of-interest solutions, indoor navigation, asset tracking, and space utilization in the smart building.

The use of lighting as a platform to enable the creation of control, monitoring, and automation systems will continue to increase over the forecast period.

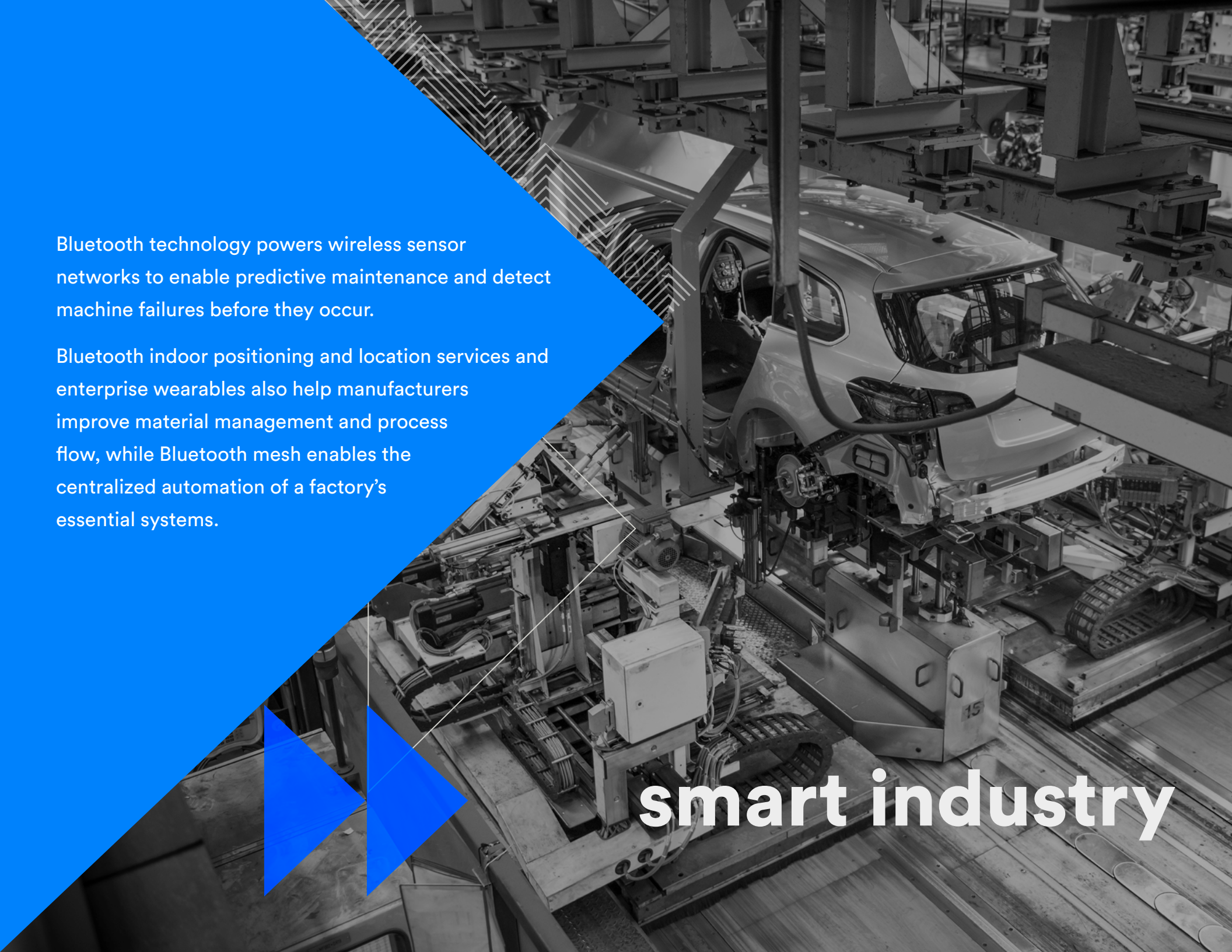


Retail and healthcare continue to be early proving grounds for smart building technologies

Retailers are among the early adopters to leverage Bluetooth to enable personalized promotions and way-finding services that connect shoppers to shelves, increase sales, and reduce operating costs.

In order to combat cost pressures, provide better patient care, and improve operational efficiencies, healthcare facilities are adopting Bluetooth technology to monitor patients, track assets, and advance emergency services. 100 million Bluetooth smart healthcare devices are forecasted to ship per year by 2022.

Learn more about the smart building market



Bluetooth technology powers wireless sensor networks to enable predictive maintenance and detect machine failures before they occur.

Bluetooth indoor positioning and location services and enterprise wearables also help manufacturers improve material management and process flow, while Bluetooth mesh enables the centralized automation of a factory's essential systems.

smart industry

smart industry

market numbers

7x

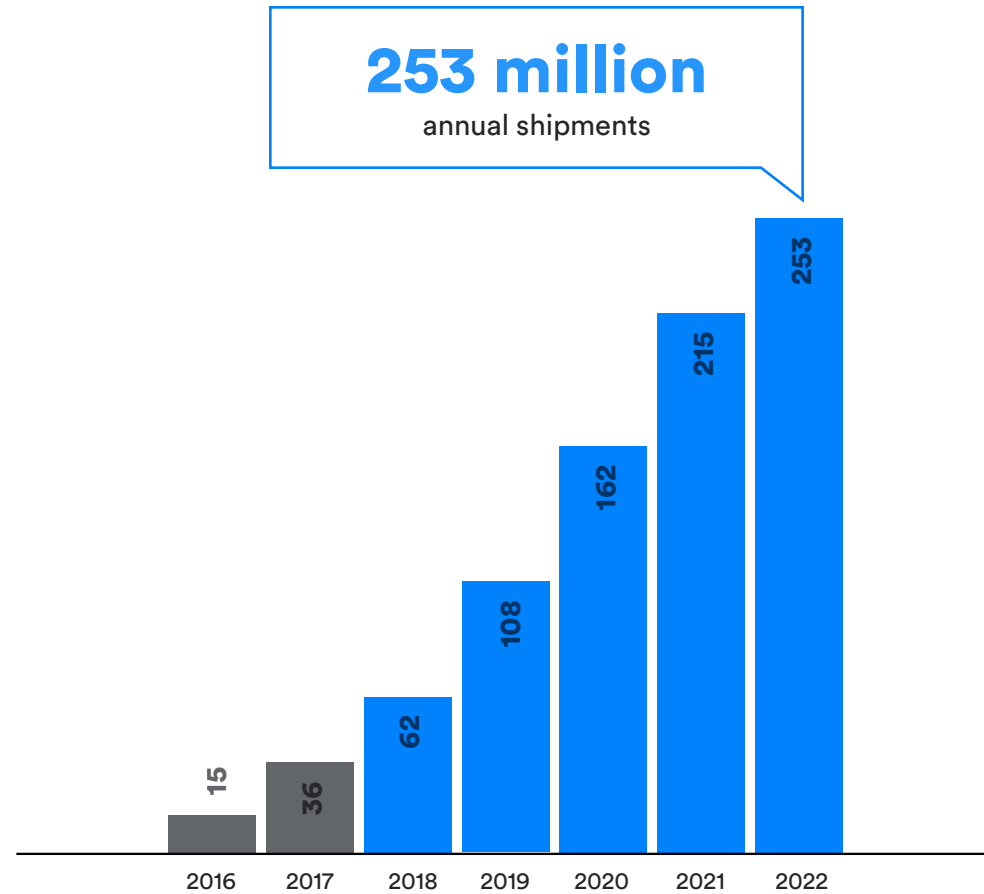
increase in annual shipments of Bluetooth smart industry devices from 2017-2022

12x

increase in annual volume of asset tracking and management solutions by 2022

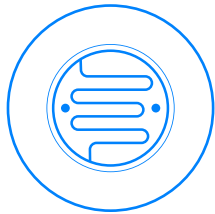
Bluetooth Device Shipments

numbers in millions



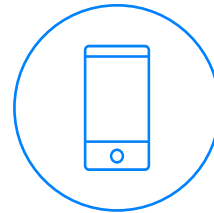
smart industry

market insights



Significant growth expected in industrial wireless sensor networks

In a drive to improve production efficiencies, leading manufacturers are looking to dramatically increase their deployment of sensor networks across the factory floor. These large-scale sensor networks are capable of lowering overall machine downtime and increasing flexibility in the manufacturing line.



Smartphones and tablets are replacing the machine UI

Bluetooth smartphones and tablets are emerging as central control devices within factories and industrial settings, providing a better, safer interface for monitoring and controlling industrial machinery.




Asset management provides transformational improvement to manufacturing

Automated asset tracking and monitoring enables manufacturers to better determine location, availability, and condition of equipment as well as track the overall output across the supply chain.

Industrial deployments of Bluetooth asset tracking and management solutions will continue to increase, allowing factories to achieve new levels of operational efficiency.

Learn more about the smart industry market

An aerial, grayscale photograph of an airport terminal and tarmac. The terminal building is the central focus, featuring a large circular skylight on its roof. Numerous aircraft are parked at gates, with jet bridges extending from the terminal. The tarmac is filled with ground support equipment, including baggage carts and service vehicles. A large, bright blue geometric shape, consisting of several overlapping triangles and trapezoids, is overlaid on the left side of the image, partially obscuring the terminal and tarmac. The text is placed within this blue area.

As pressure on resources, utilities, and public funds increases, so too does the need for smarter solutions to effectively manage growing city populations.

Bluetooth technology is connecting smart cities to enhance the visitor experience and improve the quality of life for citizens, businesses, and employees.

smart city

smart city

market numbers

5x

growth in annual shipments of smart city enabling devices by 2022

84%

of global airports will be using location services by 2019*

93%

of US baseball stadiums will deploy location services by 2019*

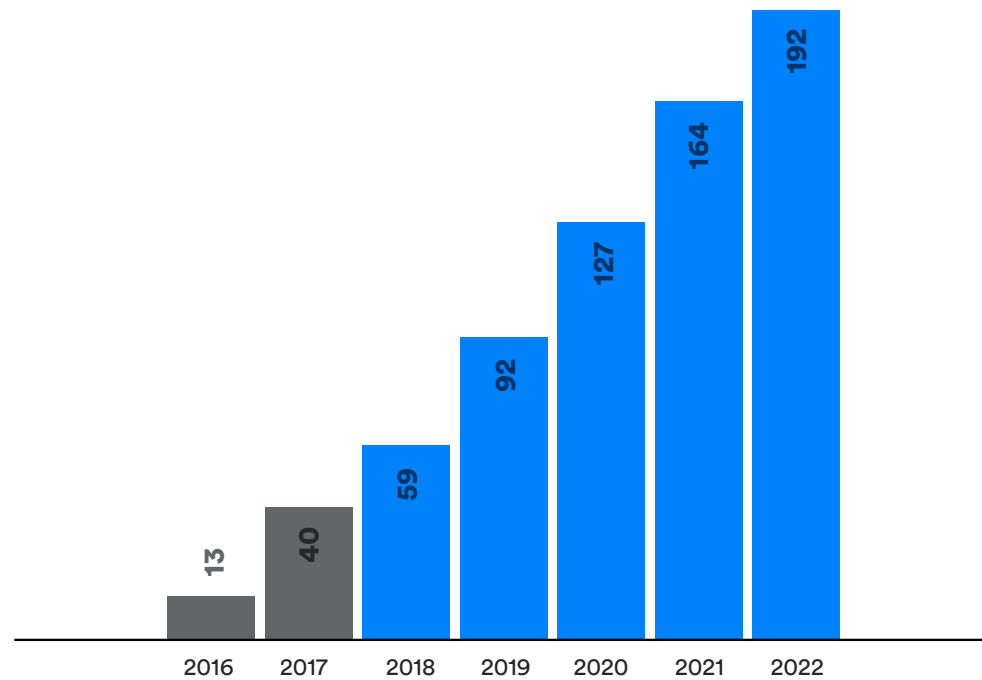
*Source: Unacast Proxbook

Bluetooth Device Shipments

numbers in millions

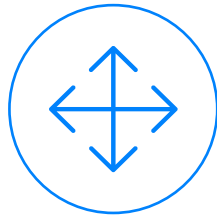
192 million

annual shipments



smart city

market insights



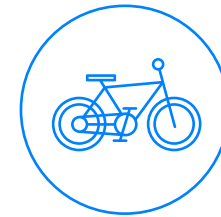
Cities are adopting location services

Location services driven by Bluetooth beacons are on a rapid growth trajectory across all smart city segments. These smart city services are helping create rich, personalized experiences for concert goers, museum lovers, sports fans, travelers, and tourists.



New technologies are improving the transportation experience within city limits


Government officials and city managers are deploying Bluetooth smart city solutions to improve transportation services, including smart parking lots and meters as well as enhanced bus services.



Bikes help power the sharing economy

Bluetooth is helping bring one of the main drivers of the sharing economy to life. Stationless bike sharing first caught the public's attention in 2016. In 2017, steady rollouts worldwide accelerated its growth, with notable expansion in APAC.

Learn more about the
smart city market



Whether connecting TVs to soundbars or PCs to keyboards, Bluetooth technology has been at the heart of the connected home for years.

Now, Bluetooth mesh is bringing industrial-grade security and dependability to home automation applications.

smart home

smart home

market numbers

650m

Bluetooth smart home devices
will ship in 2018

6x

growth in annual shipments of
Bluetooth home automation
devices by 2022

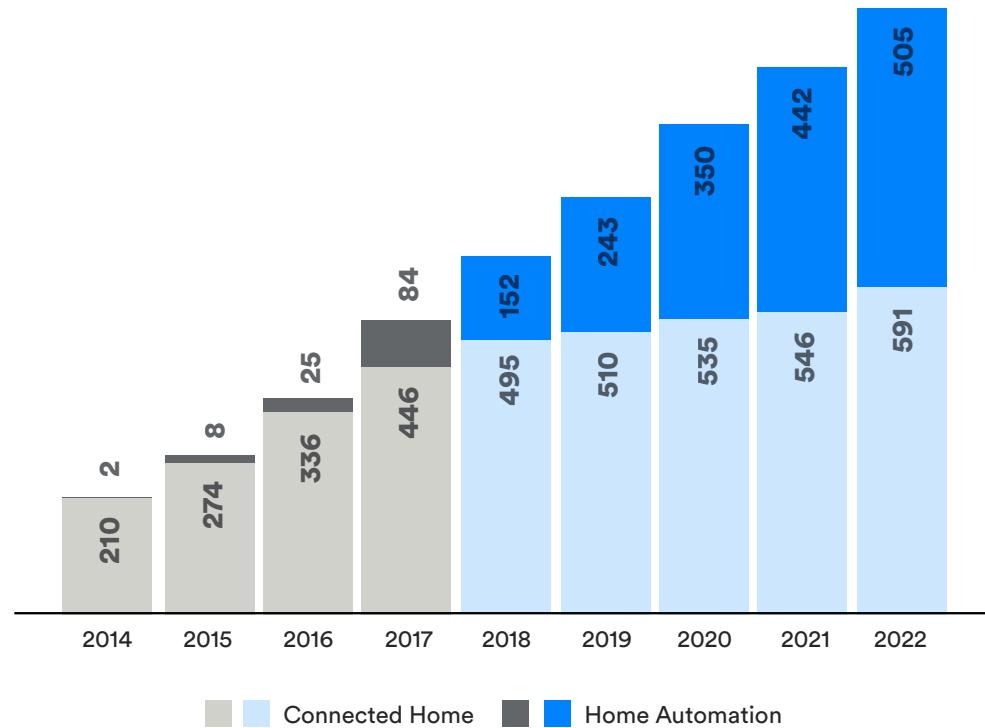
54%

compound annual growth rate of
residential smart lighting
devices over the next 5 years

Bluetooth Device Shipments

numbers in millions

1.1 billion
annual shipments



smart home

market insights



Bluetooth remains an integral component of the connected home

From TVs to toys to tools, more and more everyday household items are using Bluetooth technology to wirelessly connect.

Steady growth in connected home devices is predicted, with connected home entertainment devices continuing to account for over half the volume.



Home automation is now poised to scale

Two forces will continue to push smart home solutions forward.

2018 has already seen the launch of the first Bluetooth full-home automation systems. Bluetooth mesh will continue to provide a reliable wireless connectivity platform that enables automatic control of lights, thermostats, smoke detectors, cameras, door bells, locks, and more. Among those, lighting is expected to be a leading use case with a 54% CAGR predicted over the next five years.

Meanwhile, the smart speaker has emerged as a potential central control unit for the smart home. Smart speaker volume is forecasted to grow 3x by the end of 2022.

Learn more about the
smart home market



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