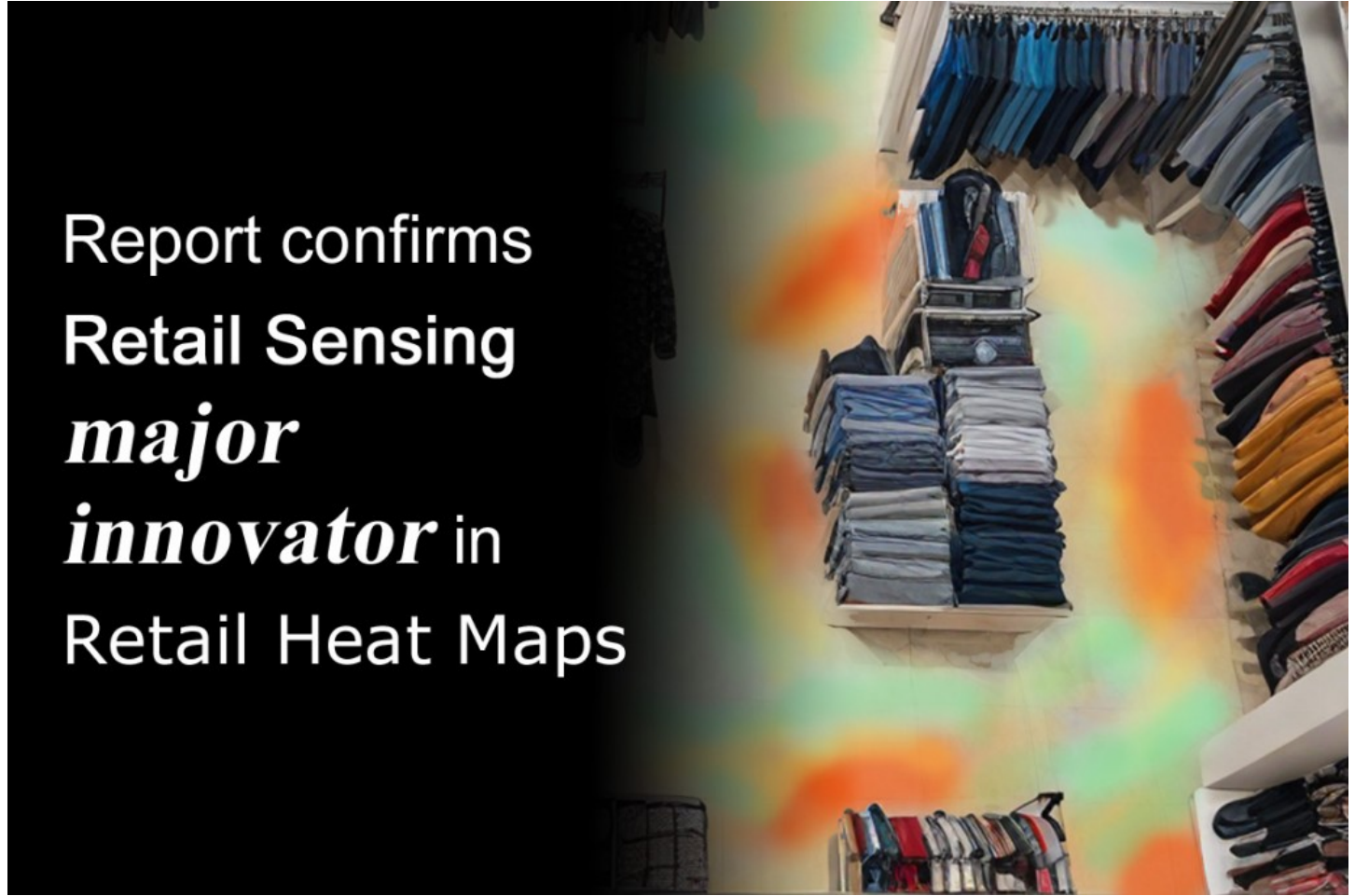


Report recognises Retail Sensing as key innovator in ai-driven retail heat map market



Report confirms
Retail Sensing
*major
innovator* in
Retail Heat Maps

Manchester, United Kingdom Oct 29, 2025 ([Issuewire.com](https://www.issuewire.com)) - A new report from the Business Research Company identifies Retail Sensing Ltd, a pioneer in intelligent video analytics, as a leading company in the rapidly expanding AI-driven retail heat map market.

The *AI-Driven Retail Heat Map Global Market Report* highlights how worldwide adoption of artificial intelligence is transforming retail operations. The Business Research Company's analysis places Retail Sensing Ltd at the forefront of industry excellence, thanks to continual innovation and proven development in top retail chains.

"Retailers today are under immense pressure to optimise the physical store experience in a measurable way" said David Collins of Retail Sensing. "We're proud to have solutions that deliver accurate heat map visualisations, actionable insights and ROI-driven improvements for layout, staffing, product placements and queuing management."

Retail Sensing's advanced heat map and visitor analytics technology enables retailers to monitor visitor flows, optimise store layout, reduce congestion, maximise conversion rates through real-time data and increase profits.

The report concludes that as retailers adopt advanced technology, the heat map market is expected to nearly triple in value by 2029, driven by growing demand from speciality stores, supermarkets, convenience stores and department stores to better understand customer behaviour. Deployment is seeing rapid adoption of on-premises and cloud-based systems, with AI-powered predictive modelling and IoT sensor integration identified among the major trends

About Retail Sensing

Retail Sensing is a market leader in advanced video analytics, delivering powerful insights to optimise business performance worldwide. Based in the UK, the company specialises in using artificial intelligence and computer vision to provide retailers with accurate, real-time data on customer behaviour, store performance and operational efficiency. With a focus on innovation and privacy, Retail Sensing's technology helps businesses make smarter decisions to drive growth and enhance the visitor experience.

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Source : Retail Sensing

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