

# Global Location Analytics Market Analysis 2016-2020 and Forecast 2021-2026

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## Abstracts

### SNAPSHOT

Location analytics blends business data with geographic data to reveal the relationship of location to people, events, transactions, facilities and assets. Traditionally, location data has been relegated to mapping and GIS purposes. But geo-mapping software, like other business software, has become easier to use. And BI and analytics software vendors are integrating mapping and spatial data analysis into their products to provide additional context to visualizations, reports and analysis. Location analytics is the process or the ability to gain insight from the location or geographic component of business data.

The global Location Analytics market size is estimated at xxx million USD with a CAGR xx% from 2016-2020 and is expected to reach xxx Million USD in 2021 with a CAGR xx% from 2021 to 2026. The report begins from overview of Industry Chain structure, and describes industry environment, then analyses market size and forecast of Location Analytics by product, region and application, in addition, this report introduces market competition situation among the vendors and company profile, besides, market price analysis and value chain features are covered in this report.

Product Type Coverage (Market Size & Forecast, Major Company of Product Type etc.):

Software Segment

Service Segment

Company Coverage (Company Profile, Sales Revenue, Price, Gross Margin, Main Products etc.):

SAP SE

IBM Corporation

Oracle Corporation

Microsoft Corporation

Google Inc.

Tableau software

SAS Institute

TIBCO Software Inc.

Information Builders

Pitney Bowes

MicroStrategy

Application Coverage (Market Size & Forecast, Different Demand Market by Region, Main Consumer Profile etc.):

BFSI

Healthcare and Life Sciences

Government and Utilities

Retail and Consumer Goods

Telecommunications and IT

Transportation and Logistics

Others

Region Coverage (Regional Production, Demand & Forecast by Countries etc.):

North America (U.S., Canada, Mexico)

Europe (Germany, U.K., France, Italy, Russia, Spain etc.)

Asia-Pacific (China, India, Japan, Southeast Asia etc.)

South America (Brazil, Argentina etc.)

Middle East & Africa (Saudi Arabia, South Africa etc.)

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