

# **Geospatial Analytics Market by Component (Solution and Service) Deployment Model (On-premise and Cloud), Enterprise Size (Large Enterprises and Small & Medium Enterprises), Solution (Geocoding & Reverse Geocoding, Data Integration & ETL, Reporting & Visualization, Thematic Mapping & Spatial Analysis, and Others), Type (Surface & Field Analytics, Network & Location Analytics, Geovisualization, and Others), Technology (Remote Sensing, GIS, GPS, and Others), Industry Vertical (Automotive, Energy & Utilities, Government, Defense & Intelligence, Smart Cities, Insurance, Natural Resources, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Geospatial analytics is a process of gathering, manipulating, and displaying large set of data collected from various imageries, which include satellite images and geographic information system (GIS) data. The solution helps users with advanced mapping, modeling, and statistical derivations from data gathered through geospatial interface and satellite bound outputs. In addition, geospatial analytics uses various data sources to understand the complex relationship between people and places. Furthermore, geospatial analytics is majorly applicable in weather monitoring, crisis management, climate change modeling, sales analysis of industries, animal population management,

and human population forecasting. In addition, many industries are adopting geospatial analytics, as it facilitates real-time forecasting and helps in gaining better insights of data.

The key factors driving the growth of the global geospatial analytics market include surge in demand for AI-based GIS solutions and increase in demand for geospatial analytics in smart cities development and urban planning. In addition, integration of GIS with mainstream technologies for business intelligence positively impacts the growth of the market.

However, high cost of geospatial analytics and regulatory issues and lack of comprehensive government policies regarding geospatial analytics are expected to hamper the market growth. On the contrary, rise in adoption of cloud-based GIS and increase in application of augmented reality (AR) & virtual reality (VR) technologies in geographic information system are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global geospatial analytics market is segmented into component, deployment model, solution, type, technology, industry vertical, and region. In terms of component, the market is fragmented into solution and services. On the basis of solution, it is categorized into geocoding & reverse geocoding, data integration & ETL, reporting & visualization, thematic mapping & spatial analysis, and others. Depending on deployment model, it is bifurcated into on-premise and cloud. In terms of enterprise size, the market is fragmented into large enterprises and SMEs. As per technology, it is differentiated into remote sensing, GIS, GPS, and others. By type, it is segregated into surface & field analytics, network & location analytics, geovisualization, and others. According to industry vertical, it is classified into automotive, energy & utilities, government, defense & intelligence, smart cities, insurance, natural resources, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the global geospatial analytics market include Alteryx, Inc., Bentley Systems, Incorporated, ESRI, Furgo NV, General Electric, Hexagon AB, Google, Inc., MDA Corporation, Oracle Corporation, SAP SE, Trimble, Inc., and TOMTOM International, Inc. These players have adopted various strategies to increase their market penetration and strengthen their foothold in the industry.

## **KEY BENEFITS FOR STAKEHOLDERS**

The study provides an in-depth analysis of global geospatial analytics market forecast along with the current trends and future estimations to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on global market is provided in the report.

Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.

The quantitative analysis of the market from 2020 to 2027 is provided to determine the market potential.

## Key Market Segments

### By Component

Solution

Service

### By Deployment Model

On-premise

Cloud

### By Enterprise Size

Large Enterprises

Small & Medium Enterprises

### By Solution

Geocoding & Reverse Geocoding

Data Integration & ETL

Reporting & Visualization

Thematic Mapping & Spatial Analysis

Others

### By Type

Surface & Field Analytics

Network & Location Analytics

Geovisualization

Others

### By Technology

Remote Sensing

GIS

GPS

Others

### By Industry Vertical

Automotive

Energy & Utilities

Government

Defense & Intelligence

Smart Cities

Insurance

Natural Resources

Others

## By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Russia

Netherlands

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Alteryx, Inc.

Bentley Systems Incorporated

ESRI

Furgo NV

General Electric

Hexagon AB

Google, Inc.

MDA Corporation

Oracle Corporation

SAP SE

Trimble, Inc.

TOMTOM International, Inc.

### **List of Company Profiles**

The key players operating in the global geospatial analytics market include Alteryx, Inc., Bentley Systems, Incorporated, ESRI, Furgo NV, General Electric, Hexagon AB, Google, Inc., MDA Corporation, Oracle Corporation, SAP SE, Trimble, Inc., and TOMTOM International, Inc. These players have adopted various strategies to increase their market penetration and strengthen their foothold in the industry.

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