

# **Location Analytics Market by Component (Software and Services), Location Type (Indoor and Outdoor), Deployment Mode (On-premise and Cloud), Application (Remote Monitoring, Sales & Marketing Optimization, Asset Management, Risk Management, Facility Management, and Others) Industry Vertical (BFSI, Retail & Consumer Goods, Healthcare, Hospitality, Transport & Logistic, Government, IT & Telecom, Media and Entertainment, and Others), and Region: Global Opportunity Analysis and Industry Forecast, 2020-2027**

<https://marketpublishers.com/r/L22C315D077BEN.html>

Date: January 2021

Pages: 278

Price: US\$ 4,935.00 (Single User License)

ID: L22C315D077BEN

## **Abstracts**

Location analytics is the practice which combines geographic data about assets, transportation, infrastructure, and the environment with data about an organization's customers and operations. It helps organization to build complete information as well as analyses location data to reach new markets, customers, and levels of success with the integration of location analytics tools and methodologies to traditional business analytics systems. It can offer numerous potential benefits to an organization such as better customer experiences, more informed decisions in complex scenarios, and carry out effective monitoring and analysis.

The growth of the global location analytics market is mainly driven by proliferation of smartphones and upsurge in usage of GPS-enabled devices. In addition to this, factors such as growing usage of spatial data and analytical tools, increasing adoption of location analytics for asset management across various industries, and rise in adoption

of location analytics in retail sector fuels the market growth. Moreover, increase in the adoption of location-based services during COVID-19 pandemic fueling the market growth. However, consent and privacy concerns may hamper the market growth to some extent. On the other hand, emergence of advanced technologies in the field of GIS, and integration of AI with location analytics is expected to provide lucrative opportunities for the market growth during forecast period.

The location analytics market is segmented on the basis of component, location type, deployment mode, application, industry vertical, and region. On the basis of component, it is categorized into software and services. As per the location type, it is classified into indoor and outdoor. On the basis of deployment type, it is classified into on-premise and cloud. Depending on application, it is divided into remote monitoring, sales & marketing optimization, asset management, risk management, facility management, and others. On the basis of industry vertical it is categorized into BFSI, retail & consumer goods, healthcare, hospitality, transport & logistic, government, IT & telecom, media and entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The company profiles of Location analytics Market players included in this report are Alteryx, Esri, Google LLC, HERE Technologies, Hexagon, Microsoft Corporation, Oracle Corporation, Pitney Bowes, Sisense Inc., Syncsort, Trimble Inc.

## KEY BENEFITS FOR STAKEHOLDERS

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

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

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

The quantitative analysis of location analytics market for the period 2020–2027 is provided to determine the market potential.

## KEY MARKET SEGMENTS

*Location Analytics Market by Component (Software and Services), Location Type (Indoor and Outdoor), Deployment...*

**BY COMPONENT**

Software

Services

**BY LOCATION TYPE**

Indoor

Outdoor

**BY DEPLOYMENT MODE**

On-premise

Cloud

**BY APPLICATION**

Remote Monitoring

Sales &amp; Marketing Optimization

Asset Management

Risk Management

Facility Management

Others

**BY INDUSTRY VERTICAL**

BFSI

Retail & Consumer Goods

Healthcare

Hospitality

Transport & Logistic

Government

IT & Telecom

Media and entertainment

Others

## BY REGION

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Alteryx

Esri

Google LLC

HERE Technologies

Hexagon

Microsoft Corporation

Oracle Corporation

Pitney Bowes

Sisense Inc.

Syncsort

Trimble Inc.

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2019-2027 (\$BILLION)

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(\$BILLION)

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2019-2027 (\$BILLION)

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(\$BILLION)

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(\$BILLION)

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(\$BILLION)

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(\$BILLION)

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AFRICA LOCATION ANALYTICS MARKET, 2019

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