

# Global Location Analytics Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

<https://marketpublishers.com/r/G7AA6948726AEN.html>

Date: April 2024

Pages: 125

Price: US\$ 3,950.00 (Single User License)

ID: G7AA6948726AEN

## Abstracts

Location analytics is the process or the ability to gain insight from the location or geographic component of business data.

According to APO Research, The global Location Analytics market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

Global Location Analytics key players include SAP SE, IBM Corporation, Oracle Corporation, Microsoft Corporation, etc. Global top four manufacturers hold a share over 45%.

North America is the largest market, with a share about 45%, followed by Europe, and Asia-Pacific (Ex. Japan), both have a share over 45 percent.

In terms of product, Software is the largest segment, with a share over 75%. And in terms of application, the largest application is Retail and Consumer Goods, followed by Transportation and Logistics, Telecommunications and IT, BFSI, etc.

### Report Includes

This report presents an overview of global market for Location Analytics, market size. Analyses of the global market trends, with historic market revenue data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Location Analytics, also provides the

revenue of main regions and countries. Of the upcoming market potential for Location Analytics, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Location Analytics revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Location Analytics market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, revenue, and growth rate, from 2019 to 2030. Evaluation and forecast the market size for Location Analytics revenue, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including SAP SE, IBM Corporation, Oracle Corporation, Microsoft Corporation, Google Inc., Tableau software, SAS Institute, TIBCO Software Inc. and Information Builders, etc.

#### Location Analytics segment by Company

SAP SE

IBM Corporation

Oracle Corporation

Microsoft Corporation

Google Inc.

Tableau software

SAS Institute

TIBCO Software Inc.

Information Builders

Pitney Bowes

MicroStrategy

#### Location Analytics segment by Type

Software

Service

#### Location Analytics segment by Application

BFSI

Healthcare and Life Sciences

Government and Utilities

Retail and Consumer Goods

Telecommunications and IT

Transportation and Logistics

Others

#### Location Analytics segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

### Study Objectives

1. To analyze and research the global status and future forecast, involving, production, value, consumption, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, capacity, production, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

### Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Location Analytics market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Location Analytics and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market.
5. This report helps stakeholders to gain insights into which regions to target globally.
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Location Analytics.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. Revenue of Location Analytics in global and regional level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Analysis key trends, drivers, challenges, and opportunities within the global Location Analytics industry.

Chapter 3: Detailed analysis of Location Analytics companies' competitive landscape, revenue, market share and industry ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the revenue, and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the revenue, and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Provides profiles of key companies, introducing the basic situation of the main companies in the market in detail, including product descriptions and specifications, Location Analytics revenue, gross margin, and recent development, etc.

Chapter 7: North America (US & Canada) by type, by application and by country, revenue for each segment.

Chapter 8: Europe by type, by application and by country, revenue for each segment.

Chapter 9: China by type, and by application, revenue for each segment.

Chapter 10: Asia (excluding China) by type, by application and by region, revenue for each segment.

Chapter 11: MEALA by type, by application and by country, revenue for each segment.

Chapter 12: Concluding Insights of the report.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Market Analysis by Type
  - 1.2.1 Global Location Analytics Market Size Growth Rate by Type: 2019 VS 2023 VS 2030
  - 1.2.2 Software
  - 1.2.3 Service
- 1.3 Market Analysis by Application
  - 1.3.1 Global Location Analytics Market Size Growth Rate by Application: 2019 VS 2023 VS 2030
  - 1.3.2 BFSI
  - 1.3.3 Healthcare and Life Sciences
  - 1.3.4 Government and Utilities
  - 1.3.5 Retail and Consumer Goods
  - 1.3.6 Telecommunications and IT
  - 1.3.7 Transportation and Logistics
  - 1.3.8 Others
- 1.4 Global Market Growth Prospects
- 1.5 Global Location Analytics Growth Trends by Region
  - 1.5.1 Global Location Analytics Market Size by Region: 2019 VS 2023 VS 2030
  - 1.5.2 Location Analytics Market Size by Region (2019-2024)
  - 1.5.3 Location Analytics Market Size by Region (2025-2030)
- 1.6 Assumptions and Limitations
- 1.7 Study Goals and Objectives
- 1.8 Years Considered

### 2 GLOBAL LOCATION ANALYTICS MARKET DYNAMICS

- 2.1 Location Analytics Industry Trends
- 2.2 Location Analytics Industry Drivers
- 2.3 Location Analytics Industry Opportunities and Challenges
- 2.4 Location Analytics Industry Restraints

### 3 COMPETITIVE LANDSCAPE BY COMPANY

- 3.1 Global Location Analytics Revenue by Company (2019-2024)



3.2 Global Location Analytics Players Revenue Ranking, 2022 VS 2023 VS 2024

3.3 Global Location Analytics Key Company Head office and Area Served

3.4 Global Location Analytics Company, Product Type & Application

3.5 Global Location Analytics Company Commercialization Time

3.6 Market Competitive Analysis

3.6.1 Global Location Analytics Market CR5 and HHI

3.6.2 Global Top 5 and 10 Location Analytics Players Market Share by Revenue in 2023

3.6.3 2023 Location Analytics Tier 1, Tier 2, and Tier

## **4 LOCATION ANALYTICS MARKET BY TYPE**

4.1 Global Location Analytics Market Size by Type (2019 VS 2023 VS 2030)

4.2 Global Location Analytics Market Size by Type (2019-2030)

4.3 Global Location Analytics Market Size Share by Type (2019-2030)

## **5 LOCATION ANALYTICS MARKET BY APPLICATION**

5.1 Global Location Analytics Market Size by Application (2019 VS 2023 VS 2030)

5.2 Global Location Analytics Market Size by Application (2019-2030)

5.3 Global Location Analytics Market Size Share by Application (2019-2030)

## **6 COMPANY PROFILES**

6.1 SAP SE

6.1.1 SAP SE Company Information

6.1.2 SAP SE Business Overview

6.1.3 SAP SE Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)

6.1.4 SAP SE Location Analytics Product Portfolio

6.1.5 SAP SE Recent Developments

6.2 IBM Corporation

6.2.1 IBM Corporation Company Information

6.2.2 IBM Corporation Business Overview

6.2.3 IBM Corporation Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)

6.2.4 IBM Corporation Location Analytics Product Portfolio

6.2.5 IBM Corporation Recent Developments

6.3 Oracle Corporation

- 6.3.1 Oracle Corporation Company Information
- 6.3.2 Oracle Corporation Business Overview
- 6.3.3 Oracle Corporation Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
- 6.3.4 Oracle Corporation Location Analytics Product Portfolio
- 6.3.5 Oracle Corporation Recent Developments
- 6.4 Microsoft Corporation
  - 6.4.1 Microsoft Corporation Company Information
  - 6.4.2 Microsoft Corporation Business Overview
  - 6.4.3 Microsoft Corporation Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.4.4 Microsoft Corporation Location Analytics Product Portfolio
  - 6.4.5 Microsoft Corporation Recent Developments
- 6.5 Google Inc.
  - 6.5.1 Google Inc. Company Information
  - 6.5.2 Google Inc. Business Overview
  - 6.5.3 Google Inc. Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.5.4 Google Inc. Location Analytics Product Portfolio
  - 6.5.5 Google Inc. Recent Developments
- 6.6 Tableau software
  - 6.6.1 Tableau software Company Information
  - 6.6.2 Tableau software Business Overview
  - 6.6.3 Tableau software Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.6.4 Tableau software Location Analytics Product Portfolio
  - 6.6.5 Tableau software Recent Developments
- 6.7 SAS Institute
  - 6.7.1 SAS Institute Company Information
  - 6.7.2 SAS Institute Business Overview
  - 6.7.3 SAS Institute Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.7.4 SAS Institute Location Analytics Product Portfolio
  - 6.7.5 SAS Institute Recent Developments
- 6.8 TIBCO Software Inc.
  - 6.8.1 TIBCO Software Inc. Company Information
  - 6.8.2 TIBCO Software Inc. Business Overview
  - 6.8.3 TIBCO Software Inc. Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)

- 6.8.4 TIBCO Software Inc. Location Analytics Product Portfolio
- 6.8.5 TIBCO Software Inc. Recent Developments
- 6.9 Information Builders
  - 6.9.1 Information Builders Company Information
  - 6.9.2 Information Builders Business Overview
  - 6.9.3 Information Builders Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.9.4 Information Builders Location Analytics Product Portfolio
  - 6.9.5 Information Builders Recent Developments
- 6.10 Pitney Bowes
  - 6.10.1 Pitney Bowes Company Information
  - 6.10.2 Pitney Bowes Business Overview
  - 6.10.3 Pitney Bowes Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.10.4 Pitney Bowes Location Analytics Product Portfolio
  - 6.10.5 Pitney Bowes Recent Developments
- 6.11 MicroStrategy
  - 6.11.1 MicroStrategy Company Information
  - 6.11.2 MicroStrategy Business Overview
  - 6.11.3 MicroStrategy Location Analytics Revenue and Gross Margin (US\$ Million) & (2019-2024)
  - 6.11.4 MicroStrategy Location Analytics Product Portfolio
  - 6.11.5 MicroStrategy Recent Developments

## **7 NORTH AMERICA**

- 7.1 North America Location Analytics Market Size (2019-2030)
- 7.2 North America Location Analytics Market Size by Type
  - 7.2.1 North America Location Analytics Market Size by Type (2019-2024)
  - 7.2.2 North America Location Analytics Market Size by Type (2025-2030)
  - 7.2.3 North America Location Analytics Market Share by Type (2019-2030)
- 7.3 North America Location Analytics Market Size by Application
  - 7.3.1 North America Location Analytics Market Size by Application (2019-2024)
  - 7.3.2 North America Location Analytics Market Size by Application (2025-2030)
  - 7.3.3 North America Location Analytics Market Share by Application (2019-2030)
- 7.4 North America Location Analytics Market Size by Country
  - 7.4.1 North America Location Analytics Market Size by Country (2019 VS 2023 VS 2030)
  - 7.4.2 North America Location Analytics Market Size by Country (2019-2024)

- 7.4.3 North America Location Analytics Market Size by Country (2025-2030)
- 7.4.4 North America Location Analytics Market Share by Country (2019-2030)
- 7.4.5 United States
- 7.4.6 Canada

## **8 EUROPE**

- 8.1 Europe Location Analytics Market Size (2019-2030)
- 8.2 Europe Location Analytics Market Size by Type
  - 8.2.1 Europe Location Analytics Market Size by Type (2019-2024)
  - 8.2.2 Europe Location Analytics Market Size by Type (2025-2030)
  - 8.2.3 Europe Location Analytics Market Share by Type (2019-2030)
- 8.3 Europe Location Analytics Market Size by Application
  - 8.3.1 Europe Location Analytics Market Size by Application (2019-2024)
  - 8.3.2 Europe Location Analytics Market Size by Application (2025-2030)
  - 8.3.3 Europe Location Analytics Market Share by Application (2019-2030)
- 8.4 Europe Location Analytics Market Size by Country
  - 8.4.1 Europe Location Analytics Market Size by Country (2019 VS 2023 VS 2030)
  - 8.4.2 Europe Location Analytics Market Size by Country (2019-2024)
  - 8.4.3 Europe Location Analytics Market Size by Country (2025-2030)
  - 8.4.4 Europe Location Analytics Market Share by Country (2019-2030)
  - 8.4.5 Germany
  - 8.4.6 France
  - 8.4.7 U.K.
  - 8.4.8 Italy
  - 8.4.9 Russia
  - 8.4.10 Nordic Countries

## **9 CHINA**

- 9.1 China Location Analytics Market Size (2019-2030)
- 9.2 China Location Analytics Market Size by Type
  - 9.2.1 China Location Analytics Market Size by Type (2019-2024)
  - 9.2.2 China Location Analytics Market Size by Type (2025-2030)
  - 9.2.3 China Location Analytics Market Share by Type (2019-2030)
- 9.3 China Location Analytics Market Size by Application
  - 9.3.1 China Location Analytics Market Size by Application (2019-2024)
  - 9.3.2 China Location Analytics Market Size by Application (2025-2030)
  - 9.3.3 China Location Analytics Market Share by Application (2019-2030)

## 10 ASIA

- 10.1 Asia Location Analytics Market Size (2019-2030)
- 10.2 Asia Location Analytics Market Size by Type
  - 10.2.1 Asia Location Analytics Market Size by Type (2019-2024)
  - 10.2.2 Asia Location Analytics Market Size by Type (2025-2030)
  - 10.2.3 Asia Location Analytics Market Share by Type (2019-2030)
- 10.3 Asia Location Analytics Market Size by Application
  - 10.3.1 Asia Location Analytics Market Size by Application (2019-2024)
  - 10.3.2 Asia Location Analytics Market Size by Application (2025-2030)
  - 10.3.3 Asia Location Analytics Market Share by Application (2019-2030)
- 10.4 Asia Location Analytics Market Size by Country
  - 10.4.1 Asia Location Analytics Market Size by Country (2019 VS 2023 VS 2030)
  - 10.4.2 Asia Location Analytics Market Size by Country (2019-2024)
  - 10.4.3 Asia Location Analytics Market Size by Country (2025-2030)
  - 10.4.4 Asia Location Analytics Market Share by Country (2019-2030)
  - 10.4.5 Japan
  - 10.4.6 South Korea
  - 10.4.7 China Taiwan
  - 10.4.8 Southeast Asia
  - 10.4.9 India
  - 10.4.10 Australia

## 11 MEALA

- 11.1 MEALA Location Analytics Market Size (2019-2030)
- 11.2 MEALA Location Analytics Market Size by Type
  - 11.2.1 MEALA Location Analytics Market Size by Type (2019-2024)
  - 11.2.2 MEALA Location Analytics Market Size by Type (2025-2030)
  - 11.2.3 MEALA Location Analytics Market Share by Type (2019-2030)
- 11.3 MEALA Location Analytics Market Size by Application
  - 11.3.1 MEALA Location Analytics Market Size by Application (2019-2024)
  - 11.3.2 MEALA Location Analytics Market Size by Application (2025-2030)
  - 11.3.3 MEALA Location Analytics Market Share by Application (2019-2030)
- 11.4 MEALA Location Analytics Market Size by Country
  - 11.4.1 MEALA Location Analytics Market Size by Country (2019 VS 2023 VS 2030)
  - 11.4.2 MEALA Location Analytics Market Size by Country (2019-2024)
  - 11.4.3 MEALA Location Analytics Market Size by Country (2025-2030)

11.4.4 MEALA Location Analytics Market Share by Country (2019-2030)

11.4.5 Brazil

11.4.6 Mexico

11.4.7 Turkey

11.4.8 Israel

11.4.9 GCC Countries

## **12 CONCLUDING INSIGHTS**

## **13 APPENDIX**

13.1 Reasons for Doing This Study

13.2 Research Methodology

13.3 Research Process

13.4 Authors List of This Report

13.5 Data Source

13.5.1 Secondary Sources

13.5.2 Primary Sources

13.6 Disclaimer

## I would like to order

Product name: Global Location Analytics Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

Product link: <https://marketpublishers.com/r/G7AA6948726AEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G7AA6948726AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

