

Global Location Based Advertising (LBA) Market Status, Trends and COVID-19 Impact Report 2022

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Abstracts

In the past few years, the Location Based Advertising (LBA) market experienced a huge change under the influence of COVID-19 and Russia-Ukraine War, the global market size of Location Based Advertising (LBA) reached XXX million \$ in 2022 from XXX in 2017 with a CAGR of 15 from 2017-2022. Facing the complicated international situation, the future of the Location Based Advertising (LBA) market is full of uncertain. BisReport predicts that the global Location Based Advertising (LBA) market size will reach XXX million \$ in 2028 with a CAGR of xx% from 2022-2028.

Since the outbreak of COVID-19, the world economy continues to suffer from a series of destabilizing shocks, many companies experienced bankruptcy and a sharp decline in turnover. After more than two years of pandemic, global economy began to recover, entering 2022, the Russian Federation's invasion of Ukraine and its global effects on commodity markets, supply chains, inflation, and financial conditions have steepened the slowdown in global growth. In particular, the war in Ukraine is leading to soaring prices and volatility in energy markets, with improvements in activity in energy exporters more than offset by headwinds to activity in most other economies. The invasion of Ukraine has also led to a significant increase in agricultural commodity prices, which is exacerbating food insecurity and extreme poverty in many emerging market and developing economies.

Numerous risks could further derail what is now a precarious recovery. Among them is, in particular, the possibility of stubbornly high global inflation accompanied by tepid growth, reminiscent of the stagflation of the 1970s. This could eventually result in a sharp tightening of monetary policy in advanced economies to rein in inflation, lead to surging borrowing costs, and possibly culminate in financial stress in some emerging market and developing economies. A forceful and wide-ranging policy response is

required by policy makers in these economies and the global community to boost growth, bolster macroeconomic frameworks, reduce financial vulnerabilities, provide support to vulnerable population groups, and attenuate the long-term impacts of the global shocks of recent years.

In this complex international situation, BisReport published Global Location Based Advertising (LBA) Market Status, Trends and COVID-19 Impact Report 2022, which provides a comprehensive analysis of the global Location Based Advertising (LBA) market. This Report covers the manufacturer data, including: sales volume, price, revenue, gross margin, business distribution etc., these data help the consumer know about the competitors better. This report also covers all the regions and countries of the world, which shows the regional development status, including market size, volume and value, as well as price data. Besides, the report also covers segment data, including: type segment, application segment, channel segment etc. historic data period is from 2017-2022, the forecast data from 2023-2028.

Section 1: 100 USD——Market Overview

Section (2 3): 1200 USD——Manufacturer Detail

Foursquare

Xad

Groupon

Scanbuy

Shopkick

Yoose

Verve

Thumbvista

Section 4: 900 USD——Region Segment

North America (United States, Canada, Mexico)

South America (Brazil, Argentina, Other)

Asia Pacific (China, Japan, India, Korea, Southeast Asia)

Europe (Germany, UK, France, Spain, Russia, Italy)

Middle East and Africa (Middle East, South Africa, Egypt)

Section (5 6 7): 700 USD——

Product Type Segment

Assisted GPS (A-GPS)

GPS

Enhanced GPS (E-GPS)
Enhanced Observed Time Difference (E-OTD)
Observed Time Difference (OTD)

Application Segment
Retail Outlets
Public Places
Airports
Hospitals

Channel Segment (Direct Sales, Distribution Channel)

Section 8: 500 USD——Market Forecast (2023-2028)

Section 9: 600 USD——Downstream Customers

Section 10: 200 USD——Raw Material and Manufacturing Cost

Section 11: 500 USD——Conclusion

Section 12: Research Method and Data Source

Contents

SECTION 1 LOCATION BASED ADVERTISING (LBA) MARKET OVERVIEW

- 1.1 Location Based Advertising (LBA) Market Scope
- 1.2 COVID-19 Impact on Location Based Advertising (LBA) Market
- 1.3 Global Location Based Advertising (LBA) Market Status and Forecast Overview
 - 1.3.1 Global Location Based Advertising (LBA) Market Status 2017-2022
 - 1.3.2 Global Location Based Advertising (LBA) Market Forecast 2023-2028
- 1.4 Global Location Based Advertising (LBA) Market Overview by Region
- 1.5 Global Location Based Advertising (LBA) Market Overview by Type
- 1.6 Global Location Based Advertising (LBA) Market Overview by Application

SECTION 2 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET MANUFACTURER SHARE

- 2.1 Global Manufacturer Location Based Advertising (LBA) Sales Volume
- 2.2 Global Manufacturer Location Based Advertising (LBA) Business Revenue
- 2.3 Global Manufacturer Location Based Advertising (LBA) Price

SECTION 3 MANUFACTURER LOCATION BASED ADVERTISING (LBA) BUSINESS INTRODUCTION

- 3.1 Foursquare Location Based Advertising (LBA) Business Introduction
 - 3.1.1 Foursquare Location Based Advertising (LBA) Sales Volume, Price, Revenue and Gross margin 2017-2022
 - 3.1.2 Foursquare Location Based Advertising (LBA) Business Distribution by Region
 - 3.1.3 Foursquare Interview Record
 - 3.1.4 Foursquare Location Based Advertising (LBA) Business Profile
 - 3.1.5 Foursquare Location Based Advertising (LBA) Product Specification
- 3.2 Xad Location Based Advertising (LBA) Business Introduction
 - 3.2.1 Xad Location Based Advertising (LBA) Sales Volume, Price, Revenue and Gross margin 2017-2022
 - 3.2.2 Xad Location Based Advertising (LBA) Business Distribution by Region
 - 3.2.3 Interview Record
 - 3.2.4 Xad Location Based Advertising (LBA) Business Overview
 - 3.2.5 Xad Location Based Advertising (LBA) Product Specification
- 3.3 Manufacturer three Location Based Advertising (LBA) Business Introduction
 - 3.3.1 Manufacturer three Location Based Advertising (LBA) Sales Volume, Price,

Revenue and Gross margin 2017-2022

3.3.2 Manufacturer three Location Based Advertising (LBA) Business Distribution by Region

3.3.3 Interview Record

3.3.4 Manufacturer three Location Based Advertising (LBA) Business Overview

3.3.5 Manufacturer three Location Based Advertising (LBA) Product Specification

3.4 Manufacturer four Location Based Advertising (LBA) Business Introduction

3.4.1 Manufacturer four Location Based Advertising (LBA) Sales Volume, Price, Revenue and Gross margin 2017-2022

3.4.2 Manufacturer four Location Based Advertising (LBA) Business Distribution by Region

3.4.3 Interview Record

3.4.4 Manufacturer four Location Based Advertising (LBA) Business Overview

3.4.5 Manufacturer four Location Based Advertising (LBA) Product Specification

3.5

3.6

SECTION 4 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET SEGMENT (BY REGION)

4.1 North America Country

4.1.1 United States Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.1.2 Canada Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.1.3 Mexico Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.2 South America Country

4.2.1 Brazil Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.2.2 Argentina Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.3 Asia Pacific

4.3.1 China Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.3.2 Japan Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.3.3 India Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.3.4 Korea Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.3.5 Southeast Asia Location Based Advertising (LBA) Market Size and Price
Analysis 2017-2022

4.4 Europe Country

4.4.1 Germany Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.4.2 UK Location Based Advertising (LBA) Market Size and Price Analysis 2017-2022

4.4.3 France Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.4.4 Spain Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.4.5 Russia Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.4.6 Italy Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.5 Middle East and Africa

4.5.1 Middle East Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.5.2 South Africa Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.5.3 Egypt Location Based Advertising (LBA) Market Size and Price Analysis
2017-2022

4.6 Global Location Based Advertising (LBA) Market Segment (By Region) Analysis
2017-2022

4.7 Global Location Based Advertising (LBA) Market Segment (By Country) Analysis
2017-2022

4.8 Global Location Based Advertising (LBA) Market Segment (By Region) Analysis

SECTION 5 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET SEGMENT (BY PRODUCT TYPE)

5.1 Product Introduction by Type

5.1.1 Assisted GPS (A-GPS) Product Introduction

5.1.2 GPS Product Introduction

5.1.3 Enhanced GPS (E-GPS) Product Introduction

5.1.4 Enhanced Observed Time Difference (E-OTD) Product Introduction

5.1.5 Observed Time Difference (OTD) Product Introduction

5.2 Global Location Based Advertising (LBA) Sales Volume (by Type) 2017-2022

- 5.3 Global Location Based Advertising (LBA) Market Size (by Type) 2017-2022
- 5.4 Different Location Based Advertising (LBA) Product Type Price 2017-2022
- 5.5 Global Location Based Advertising (LBA) Market Segment (By Type) Analysis

SECTION 6 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET SEGMENT (BY APPLICATION)

- 6.1 Global Location Based Advertising (LBA) Sales Volume (by Application) 2017-2022
- 6.2 Global Location Based Advertising (LBA) Market Size (by Application) 2017-2022
- 6.3 Location Based Advertising (LBA) Price in Different Application Field 2017-2022
- 6.4 Global Location Based Advertising (LBA) Market Segment (By Application) Analysis

SECTION 7 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET SEGMENT (BY CHANNEL)

- 7.1 Global Location Based Advertising (LBA) Market Segment (By Channel) Sales Volume and Share 2017-2022
- 7.2 Global Location Based Advertising (LBA) Market Segment (By Channel) Analysis

SECTION 8 GLOBAL LOCATION BASED ADVERTISING (LBA) MARKET FORECAST 2023-2028

- 8.1 Location Based Advertising (LBA) Segment Market Forecast 2023-2028 (By Region)
- 8.2 Location Based Advertising (LBA) Segment Market Forecast 2023-2028 (By Type)
- 8.3 Location Based Advertising (LBA) Segment Market Forecast 2023-2028 (By Application)
- 8.4 Location Based Advertising (LBA) Segment Market Forecast 2023-2028 (By Channel)
- 8.5 Global Location Based Advertising (LBA) Price (USD/Unit) Forecast

SECTION 9 LOCATION BASED ADVERTISING (LBA) APPLICATION AND CUSTOMER ANALYSIS

- 9.1 Retail Outlets Customers
- 9.2 Public Places Customers
- 9.3 Airports Customers
- 9.4 Hospitals Customers

SECTION 10 LOCATION BASED ADVERTISING (LBA) MANUFACTURING COST OF ANALYSIS

10.1 Raw Material Cost Analysis

10.2 Labor Cost Analysis

10.3 Cost Overview

SECTION 11 CONCLUSION

12 RESEARCH METHOD AND DATA SOURCE

Chart And Figure

CHART AND FIGURE

Figure Location Based Advertising (LBA) Product Picture

Chart Global Location Based Advertising (LBA) Market Size (with or without the impact of COVID-19)

Chart Global Location Based Advertising (LBA) Sales Volume (Units) and Growth Rate 2017-2022

Chart Global Location Based Advertising (LBA) Market Size (Million \$) and Growth Rate 2017-2022

Chart Global Location Based Advertising (LBA) Sales Volume (Units) and Growth Rate 2023-2028

Chart Global Location Based Advertising (LBA) Market Size (Million \$) and Growth Rate 2023-2028

Table Global Location Based Advertising (LBA) Market Overview by Region

Table Global Location Based Advertising (LBA) Market Overview by Type

Table Global Location Based Advertising (LBA) Market Overview by Application

Chart 2017-2022 Global Manufacturer Location Based Advertising (LBA) Sales Volume (Units)

Chart 2017-2022 Global Manufacturer Location Based Advertising (LBA) Sales Volume Share

Chart 2017-2022 Global Manufacturer Location Based Advertising (LBA) Business Revenue (Million USD)

Chart 2017-2022 Global Manufacturer Location Based Advertising (LBA) Business Revenue Share

Chart 2017-2022 Global Manufacturer Location Based Advertising (LBA) Business Price (USD/Unit)

Chart Foursquare Location Based Advertising (LBA) Sales Volume, Price, Revenue and Gross margin 2017-2022

Chart Foursquare Location Based Advertising (LBA) Business Distribution

Chart Foursquare Interview Record (Partly)

Chart Foursquare Location Based Advertising (LBA) Business Profile

Table Foursquare Location Based Advertising (LBA) Product Specification

Chart United States Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart United States Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Canada Location Based Advertising (LBA) Sales Volume (Units) and Market Size

(Million \$) 2017-2022

Chart Canada Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Mexico Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Mexico Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Brazil Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Brazil Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Argentina Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Argentina Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart China Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart China Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Japan Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Japan Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart India Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart India Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Korea Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Korea Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Southeast Asia Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Southeast Asia Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Germany Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Germany Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart UK Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart UK Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart France Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart France Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Spain Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Spain Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Russia Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Russia Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Italy Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Italy Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Middle East Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Middle East Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart South Africa Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart South Africa Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Egypt Location Based Advertising (LBA) Sales Volume (Units) and Market Size (Million \$) 2017-2022

Chart Egypt Location Based Advertising (LBA) Sales Price (USD/Unit) 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Sales Volume (Units) by Region 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Sales Volume (Units) Share by Region 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Market size (Million \$) by Region 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Market size (Million \$) Share by Region 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Sales Volume (Units) by Country 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Sales Volume (Units) Share by Country 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Market size (Million \$) by Country 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment Market size (Million \$) Share by Country 2017-2022

Chart Assisted GPS (A-GPS) Product Figure

Chart Assisted GPS (A-GPS) Product Description

Chart GPS Product Figure

Chart GPS Product Description

Chart Enhanced GPS (E-GPS) Product Figure

Chart Enhanced GPS (E-GPS) Product Description

Chart Enhanced Observed Time Difference (E-OTD) Product Figure

Chart Enhanced Observed Time Difference (E-OTD) Product Description

Chart Observed Time Difference (OTD) Product Figure

Chart Observed Time Difference (OTD) Product Description

Chart Location Based Advertising (LBA) Sales Volume by Type (Units) 2017-2022

Chart Location Based Advertising (LBA) Sales Volume (Units) Share by Type

Chart Location Based Advertising (LBA) Market Size by Type (Million \$) 2017-2022

Chart Location Based Advertising (LBA) Market Size (Million \$) Share by Type

Chart Different Location Based Advertising (LBA) Product Type Price (USD/Unit) 2017-2022

Chart Location Based Advertising (LBA) Sales Volume by Application (Units) 2017-2022

Chart Location Based Advertising (LBA) Sales Volume (Units) Share by Application

Chart Location Based Advertising (LBA) Market Size by Application (Million \$) 2017-2022

Chart Location Based Advertising (LBA) Market Size (Million \$) Share by Application

Chart Location Based Advertising (LBA) Price in Different Application Field 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment (By Channel) Sales Volume (Units) 2017-2022

Chart Global Location Based Advertising (LBA) Market Segment (By Channel) Share 2017-2022

Chart Location Based Advertising (LBA) Segment Market Sales Volume (Units) Forecast (by Region) 2023-2028

Chart Location Based Advertising (LBA) Segment Market Sales Volume Forecast (By Region) Share 2023-2028

Chart Location Based Advertising (LBA) Segment Market Size (Million USD) Forecast (By Region) 2023-2028

Chart Location Based Advertising (LBA) Segment Market Size Forecast (By Region) Share 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Type) Volume (Units) 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Type) Volume (Units) Share 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Type) Market Size (Million \$) 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Type) Market Size (Million \$) 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Application) Market Size (Volume) 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Application) Market Size (Volume) Share 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Application) Market Size

(Value) 2023-2028

Chart Location Based Advertising (LBA) Market Segment (By Application) Market Size

(Value) Share 2023-2028

Chart Global Location Based Advertising (LBA) Market Segment (By Channel) Sales

Volume (Units) 2023-2028

Chart Global Location Based Advertising (LBA) Market Segment (By Channel) Share
2023-2028

Chart Global Location Based Advertising (LBA) Price Forecast 2023-2028

Chart Retail Outlets Customers

Chart Public Places Customers

Chart Airports Customers

Chart Hospitals Customers

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