

# **Global Active Geofencing Market Size study & Forecast, by Organization Size( Small & Medium Scale Businesses, Large-scale Businesses) by End User (BFSI, Defense, Government & Military, Healthcare, Industrial Manufacturing, Retail, Transportation & Logistics), and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Active Geofencing Market is valued approximately USD 930.7 million in 2021 and is anticipated to grow with a healthy growth rate of more than 24.9% over the forecast period 2022-2029. When a specific device enters or exits a pre-defined virtual boundary in a physical location, which is known as a geofence, an application or piece of software that uses technologies like GPS, RFID, Wi-Fi, or cellular data triggers a pre-programmed action known as geofencing, which is a location-based service used by various end users. The active geofence is used for a variety of purposes, including marketing, user engagement, IoT, real-time location tracking for on-demand services, asset tracking, health, and safety, and many more, in a variety of end-user industries, including BFSI, defence, government, healthcare, and retail. The Active Geofencing market is expanding because of factors such as increasing adoption of BYOD and growing demand from end use industries.

Retailers can deliver targeted messages and offers to customers who are within a predetermined radius of a particular area using active geofencing in order to entice them to enter the store and make a purchase. Additionally, as the retail sector increasingly embraces digitization, active geofencing is becoming more and more in demand. According to world economic forum, the retail industry has increased the adoption of digital technology by 100% in year 2021 which is up from 40% from year 2021. Furthermore, rise in the use of spatial data and analytical tools, and higher

adoption of location-based applications among consumer stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Active Geofencing Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific, dominated the space in terms of revenue, owing to the dominance of and growing demand for geofencing technology by small and medium-sized businesses.

Major market player included in this report are:

Bluedot Innovation Pty Ltd  
Infillion Inc. (GIMBLE)  
IBM Corporation  
Microsoft Corporation  
Radar Labs Inc.  
Google LLC  
Samsung Electronics Co.  
Verve Inc.  
Apple Inc.  
LocationSmart

#### Recent Developments in the Market:

In February 2022, Under the European Drone Regulation, DJI received the first C1 EU-type drone examination certificate ever issued. This has helped it establish a reputation as a reliable organisation and helped it attract potential clients for its business.

In March 2022, Samsung and Telus successfully launched Canada's first next-generation Mission Critical Push-to-X (MCPTX) services, which deliver data and information with essential operational capabilities like geofencing and video to keep the public safer.

#### Global Active Geofencing Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Organization Size, End User, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Organization Size offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Small & Medium Scale Businesses

Large-scale Businesses

**By Type:**

BFSI

Defense

Government & Military

Healthcare

Industrial Manufacturing

Retail

Transportation & Logistics

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

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