

# **Global geomarketing Market Size study, by Service (, Advisory & Consulting, Deployment & Integration, Support & Maintenance), Component (Software, Services) by Location, Indoor, Outdoor) by Deployment (, CLOUD, ON- Premises) by Vertical, Healthcare & life sciences, Travel & hospitality, Media & entertainment, Others) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Geomarketing Market is valued approximately USD 8.6 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 25% over the forecast period 2020-2027. Geo-marketing is a discipline that uses knowledge of the place to frame marketing campaigns, using digital mapping to coordinate and display data for analysis and decision taking. The digital map enables marketers to evaluate data by geographic region (such as a suburban area bordering a major city) or particular physical location (such as a retail store). The global geomarketing market is driven by the rising investment in digital marketing compared to traditional marketing, the demand for location-based information, better targeting of audiences with the aid of AI, location analytics and big data. Increasing Penetration of social media, COVID-19 's effect on businesses to cut budgets, creating opportunities for Geomarketing vendors. Increasing social media penetration serves as a primary driver of Geomarketing 's acceptance and usefulness as the organization focuses on digital marketing of its product portfolios. For instance: According to Statista, The number of Internet users is valued at 4.22 billion, rising to 4.93 billion in income in 2018. Likewise, the number of users on social media accounts for 2.96 billion, rising to 3.26 billion in 2018. While, the increasing number of social media users creates lucrative opportunities for Geomarketing 's adoption and

usefulness. However, lack of legal protections and risks to data privacy is expected to restrain the market growth during the forecast period.

The regional analysis of Global Geomarketing Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of North America is the world's leading / significant area for increasing innovation in digital marketing compared to traditional marketing, growing demand for location-based information, better targeting of AI audiences, location analytics and big data. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as APAC region holds more than 50 percent of the world 's population and therefore any significant technological changes are likely to shape the region's future in Geomarketing market across Asia-Pacific region.

Major market player included in this report are:

Adobe Inc.

Oracle Corporation

CISCO System Inc.

IBM Corporation

Google LLC

Microsoft Corporation

Software AG

Salesforce.com.inc

Qualcomm Technologies Inc.

Xtremepush

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

By Service:

Advisory & Consulting

Deployment & Integration

Support & Maintenance

By Location:

Indoor

Outdoor

By Deployment Mode:

Cloud

On-premises

By Vertical:

Healthcare & life sciences

Travel & hospitality

Media & entertainment

Others

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

Furthermore, years considered for the study are as follows:

*Global geomarketing Market Size study, by Service (, Advisory & Consulting, Deployment & Integration, Support...*

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Geomarketing Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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CISCO System Inc.

IBM Corporation

Google LLC

Microsoft Corporation

Software AG

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