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Global Geospatial Imagery Analytics Market Size Study & Forecast, by Imaging Type (Video, Image), by Collection Medium (Geographic Information System, Satellite Imagery, Others), by Application (Weather Conditions Monitoring, Disaster Management, Urban Planning/Development, Natural Resource Exploration, Others), by End-user, and Regional Analysis, 2023-2030

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Abstracts

Global Geospatial Imagery Analytics Market is valued at approximately USD 11.88 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 32.1% during the forecast period 2023-2030. Geospatial imagery analytics involves the examination and interpretation of geographical data sourced from various imaging platforms such as Geographic Information Systems (GIS), satellite imagery, UAVs, drones, and more. This technology enables the extraction of valuable information and insights about specific locations or regions. It is used in a wide range of applications including monitoring weather conditions, disaster management, urban planning, natural resource exploration, and optimizing sales and marketing strategies. The incorporation of artificial intelligence and machine learning technologies serves to augment the capabilities of geospatial imagery analytics, contributing to its widespread adoption across diverse sectors. The increase in geospatial imagery analytics technologies and, the surge in demand for location-based insights across diverse industries, coupled with a rising focus on data security and privacy are the most prominent factors that are propelling the market demand across the globe.

In addition, the growth of smart cities and the integration of Internet of Things (IoT)

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devices contribute to the demand for geospatial imagery analytics for managing urban infrastructure and services, which is fueling the market demand on a global scale. For instance, in December 2020, the Indian government launched the Smart City project, with a plan of deploying 100 smart cities in the region, by allocating INR 7,060 crores (USD 94.33 billion) for the same. Thus, government support is likely to play a critical role in the development and growth of the smart homes market. Similarly, According to Statistics China, the China government is aiming to become the leader in terms of smart city development as the government has aligned around 500 pilot projects considering the development & deployment of smart cities. The China Centre for Urban Development and HSBC has declared the creation of the United Kingdom and China's joint smart cities growth and investment hub. Also, the Chinese government has allocated approximately USD 75.7 billion (RMB500 billion) for the deployment of smart city projects under China’s 13th five-year plan (2016-2020) which is expected to drive the establishment of smart cities. China targets to bring the urbanization rate to nearly 60% by 2020 which also acts as a pivotal factor towards creating a pathway for the adoption of smart homes. Moreover, overcoming the lacunae of conventional data collecting and tracking methods, as well as the rising implementation of 5G networks presents various lucrative opportunities over the forecasting years. However, the regulations and legal issues and the integration of geospatial imagery analytics data with enterprise solutions are hindering market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Geospatial Imagery Analytics Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rising need for location-based insights across diverse industries, growing emphasis on innovations obtained from R&D and various technologies, and growing volumes of data, advancements in AI and big data technologies. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. The growing urbanization driven by smart cities, and heightened agricultural demands are significantly propelling the market demand across the region. Numerous countries in the region are actively incorporating this technology to tackle urban planning, resource management, and environmental monitoring challenges. This surge in adoption is promoting the increased utilization of satellite imagery, remote sensing, and Geographic Information Systems (GIS) technologies.

Major market players included in this report are:

Hexagon AB (Sweden)

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Satellogic (U.S.)

CAPE Analytics (U.S.)

Esri (U.S.)

Geoimage (Australia)

Maxar Technologies (U.S.)

TomTom International BV (Netherlands)

RMSI (India)

EOS Data Analytics, Inc. (U.S.)

Planet Labs PBC. (U.S.)

Recent Developments in the Market:

In August 2023, onX, a digital navigation company, collaborated with Planet Labs PBC, a satellite imagery provider, to unveil a new feature known as 'Recent Imagery.' This enhancement provides users of the onX Hunt, onX Offroad, and onX Backcountry apps with updated satellite imagery maps every two weeks. The introduction of this feature aims to elevate the user experience for outdoor enthusiasts, offering real-time information and contributing to safer and more informed outdoor activities.

In August 2023, Quant Data & Analytics, a company specializing in data products and enterprise solutions for real estate and retail, established a partnership with Satellogic Inc. This establishment involves leveraging Satellogic's high-resolution satellite imagery to advance property technology in Saudi Arabia and the Gulf region.

In May 2022, Satellogic Inc. announced that the company has entered a partnership with UP42, a geospatial developer platform.This partnership facilitates seamless access to Satellogic’s satellite tasking capabilities through the UP42 API-based platform, encompassing high-resolution multispectral and wide-area hyperspectral imagery.

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Global Geospatial Imagery Analytics Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Imaging Type, Collection Medium, Application, End-user, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Imaging Type:

Video

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Image

By Collection Medium:

Geographic Information System (GIS)

Satellite Imagery

Others

By Application:

Weather Conditions Monitoring

Disaster Management

Urban Planning/Development

Natural Resource Exploration

Others

By End-user:

Defense & Security

Healthcare

Retail & Logistics

Government

Banking, Financial Services & Insurance (BFSI)

Mining/Manufacturing

Agriculture

Others

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By Region:

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U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

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Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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