

# **Global Location-based Advertising Market Size Study, by Component (Geofencing, Geotargeting, Geoconquesting), Promotion, Advertisement, Application, Vertical, and Regional Forecasts 2022-2032**

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## **Abstracts**

The global Location-based Advertising Market, valued at approximately USD 111.41 billion in 2023, is projected to grow at an impressive CAGR of 15.0% during the forecast period from 2024 to 2032. This transformative advertising approach harnesses the power of geospatial data to deliver personalized and timely promotions, significantly enhancing customer engagement and conversion rates. By leveraging cutting-edge technologies such as GPS, Wi-Fi, and Bluetooth, location-based advertising provides businesses with the unique capability to target audiences with precision, creating unparalleled opportunities in the digital marketing landscape.

As consumer expectations for personalized experiences continue to rise, businesses across industries are rapidly adopting geofencing, geotargeting, and geoconquesting strategies to optimize marketing campaigns. The proliferation of smartphones and advancements in data analytics have further amplified the effectiveness of location-based advertising, enabling businesses to understand customer behavior and preferences in real-time. Additionally, the integration of artificial intelligence (AI) and machine learning (ML) has propelled the market forward, offering predictive analytics capabilities that refine targeting strategies and maximize ROI.

However, challenges such as stringent data privacy regulations, consumer concerns over personal information, and technical complexities associated with integrating location-based systems into existing infrastructures may hinder the pace of market adoption. Despite these barriers, the market continues to expand, driven by robust

investments in technological innovation and the growing popularity of hyperlocal marketing strategies. Furthermore, businesses are increasingly adopting creative advertising formats such as interactive AR-based ads to enhance user engagement, opening new avenues for growth in this dynamic sector.

Regionally, North America dominates the location-based advertising market, underpinned by the high penetration of smartphones, a strong digital advertising ecosystem, and a tech-savvy consumer base. Europe follows as a significant contributor, bolstered by stringent GDPR regulations that promote transparent and ethical advertising practices. Meanwhile, the Asia-Pacific region is expected to witness the fastest growth, fueled by a burgeoning middle-class population, rapid urbanization, and increasing internet penetration. Countries such as China, India, and Japan are emerging as hotspots for location-based advertising, supported by a vibrant e-commerce landscape and increasing consumer digital literacy.

Major market players included in this report are:

Google LLC

Facebook Inc. (Meta Platforms)

IBM Corporation

Microsoft Corporation

Oracle Corporation

GroundTruth

Foursquare Labs, Inc.

Verizon Media (Yahoo)

Groupon, Inc.

AdMoove

Bluedot Innovation Pty Ltd

UberMedia, Inc.

InMobi Pte Ltd.

PlacelQ, Inc.

Telenity, Inc.

The detailed segments and sub-segment of the market are explained below:

By Component:

Geofencing

Geotargeting

Geoconquesting

By Promotion:

Push Notifications

In-app Messages

Proximity Marketing

By Advertisement:

Display Ads

Search Ads

Social Media Ads

By Application:

*Global Location-based Advertising Market Size Study, by Component (Geofencing, Geotargeting, Geoconquesting),...*

Retail

Healthcare

Entertainment

Transportation

Others

#### By Vertical:

Retail & E-commerce

Travel & Tourism

BFSI

IT & Telecom

Media & Entertainment

Others

#### By Region:

##### North America:

U.S.

Canada

##### Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

Key Takeaways:

Comprehensive market estimates and forecasts spanning a decade.

In-depth regional and country-level analysis of the market.

Insights into competitive dynamics, strategies, and key player profiles.

Analysis of demand and supply-side trends driving market growth.

## Contents

### **CHAPTER 1. GLOBAL LOCATION-BASED ADVERTISING MARKET EXECUTIVE SUMMARY**

- 1.1. Global Location-based Advertising Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Component
  - 1.3.2. By Promotion
  - 1.3.3. By Advertisement
  - 1.3.4. By Application
  - 1.3.5. By Vertical
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL LOCATION-BASED ADVERTISING MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

## **CHAPTER 3. GLOBAL LOCATION-BASED ADVERTISING MARKET DYNAMICS**

### **3.1. Market Drivers**

- 3.1.1. Increasing Adoption of Geospatial Technologies
- 3.1.2. Advancements in Data Analytics and AI
- 3.1.3. Rising Demand for Personalized Advertising

### **3.2. Market Challenges**

- 3.2.1. Stringent Data Privacy Regulations
- 3.2.2. Technical Complexities in Integration

### **3.3. Market Opportunities**

- 3.3.1. Expansion of Hyperlocal Marketing Strategies
- 3.3.2. Integration of AR/VR in Advertising Formats
- 3.3.3. Growth in Emerging Markets

## **CHAPTER 4. GLOBAL LOCATION-BASED ADVERTISING MARKET INDUSTRY ANALYSIS**

### **4.1. Porter's 5 Force Model**

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### **4.2. PESTEL Analysis**

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### **4.3. Top Investment Opportunities**

### **4.4. Top Winning Strategies**

### **4.5. Disruptive Trends**

### **4.6. Industry Expert Perspective**

### **4.7. Analyst Recommendation & Conclusion**



## **CHAPTER 5. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY COMPONENT 2022-2032**

### 5.1. Segment Dashboard

### 5.2. Global Location-based Advertising Market: Component Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 5.2.1. Geofencing

#### 5.2.2. Geotargeting

#### 5.2.3. Geoconquesting

## **CHAPTER 6. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY PROMOTION 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Location-based Advertising Market: Promotion Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 6.2.1. Push Notifications

#### 6.2.2. In-app Messages

#### 6.2.3. Proximity Marketing

## **CHAPTER 7. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY ADVERTISEMENT 2022-2032**

### 7.1. Segment Dashboard

### 7.2. Global Location-based Advertising Market: Advertisement Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 7.2.1. Display Ads

#### 7.2.2. Search Ads

#### 7.2.3. Social Media Ads

## **CHAPTER 8. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

### 8.1. Segment Dashboard

### 8.2. Global Location-based Advertising Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 8.2.1. Retail

#### 8.2.2. Healthcare

#### 8.2.3. Entertainment

8.2.4. Transportation

8.2.5. Others

## **CHAPTER 9. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY VERTICAL 2022-2032**

9.1. Segment Dashboard

9.2. Global Location-based Advertising Market: Vertical Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

9.2.1. Retail & E-commerce

9.2.2. Travel & Tourism

9.2.3. BFSI

9.2.4. IT & Telecom

9.2.5. Media & Entertainment

9.2.6. Others

## **CHAPTER 10. GLOBAL LOCATION-BASED ADVERTISING MARKET SIZE & FORECASTS BY REGION 2022-2032**

10.1. North America Location-based Advertising Market

10.1.1. U.S. Location-based Advertising Market

10.1.1.1. Component Breakdown Size & Forecasts, 2022-2032

10.1.1.2. Promotion Breakdown Size & Forecasts, 2022-2032

10.1.2. Canada Location-based Advertising Market

10.2. Europe Location-based Advertising Market

10.2.1. UK Location-based Advertising Market

10.2.2. Germany Location-based Advertising Market

10.2.3. France Location-based Advertising Market

10.2.4. Spain Location-based Advertising Market

10.2.5. Italy Location-based Advertising Market

10.2.6. Rest of Europe Location-based Advertising Market

10.3. Asia-Pacific Location-based Advertising Market

10.3.1. China Location-based Advertising Market

10.3.2. India Location-based Advertising Market

10.3.3. Japan Location-based Advertising Market

10.3.4. Australia Location-based Advertising Market

10.3.5. South Korea Location-based Advertising Market

10.3.6. Rest of Asia Pacific Location-based Advertising Market

10.4. Latin America Location-based Advertising Market

- 10.4.1. Brazil Location-based Advertising Market
- 10.4.2. Mexico Location-based Advertising Market
- 10.4.3. Rest of Latin America Location-based Advertising Market
- 10.5. Middle East & Africa Location-based Advertising Market
  - 10.5.1. Saudi Arabia Location-based Advertising Market
  - 10.5.2. South Africa Location-based Advertising Market
  - 10.5.3. Rest of Middle East & Africa Location-based Advertising Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Key Company SWOT Analysis
  - 11.1.1. Google LLC
  - 11.1.2. Facebook Inc. (Meta Platforms)
  - 11.1.3. IBM Corporation
- 11.2. Top Market Strategies
- 11.3. Company Profiles
  - 11.3.1. Google LLC
    - 11.3.1.1. Key Information
    - 11.3.1.2. Overview
    - 11.3.1.3. Financial (Subject to Data Availability)
    - 11.3.1.4. Product Summary
    - 11.3.1.5. Market Strategies
  - 11.3.2. Facebook Inc. (Meta Platforms)
  - 11.3.3. IBM Corporation
  - 11.3.4. Microsoft Corporation
  - 11.3.5. Oracle Corporation
  - 11.3.6. GroundTruth
  - 11.3.7. Foursquare Labs, Inc.
  - 11.3.8. Verizon Media (Yahoo)
  - 11.3.9. Groupon, Inc.
  - 11.3.10. AdMoove
  - 11.3.11. Bluedot Innovation Pty Ltd
  - 11.3.12. UberMedia, Inc.
  - 11.3.13. InMobi Pte Ltd.
  - 11.3.14. PlacelQ, Inc.
  - 11.3.15. Telenity, Inc.

## **CHAPTER 12. RESEARCH PROCESS**

## 12.1. Research Process

### 12.1.1. Data Mining

### 12.1.2. Analysis

### 12.1.3. Market Estimation

### 12.1.4. Validation

### 12.1.5. Publishing

## 12.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Location-based Advertising Market, Report Scope

TABLE 2. Global Location-based Advertising Market Estimates & Forecasts by Region 2022-2032 (USD Million/Billion)

TABLE 3. Global Location-based Advertising Market Estimates & Forecasts by Component 2022-2032 (USD Million/Billion)

TABLE 4. Global Location-based Advertising Market Estimates & Forecasts by Promotion 2022-2032 (USD Million/Billion)

TABLE 5. Global Location-based Advertising Market Estimates & Forecasts by Advertisement 2022-2032 (USD Million/Billion)

TABLE 6. Global Location-based Advertising Market Estimates & Forecasts by Application 2022-2032 (USD Million/Billion)

TABLE 7. Global Location-based Advertising Market Estimates & Forecasts by Vertical 2022-2032 (USD Million/Billion)

TABLE 8. Global Location-based Advertising Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 9. Global Location-based Advertising Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 10. Global Location-based Advertising Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 11. Global Location-based Advertising Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 12. Global Location-based Advertising Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 13. Global Location-based Advertising Market by Region, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 14. Global Location-based Advertising Market by Segment, Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 15. U.S. Location-based Advertising Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 16. U.S. Location-based Advertising Market Estimates & Forecasts by Component 2022-2032 (USD Million/Billion)

TABLE 17. U.S. Location-based Advertising Market Estimates & Forecasts by Promotion 2022-2032 (USD Million/Billion)

TABLE 18. Canada Location-based Advertising Market Estimates & Forecasts, 2022-2032 (USD Million/Billion)

TABLE 19. Canada Location-based Advertising Market Estimates & Forecasts by Component 2022-2032 (USD Million/Billion)

TABLE 20. Canada Location-based Advertising Market Estimates & Forecasts by Promotion 2022-2032 (USD Million/Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Location-based Advertising Market, Research Methodology
- FIG 2. Global Location-based Advertising Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global Location-based Advertising Market, Key Trends 2023
- FIG 5. Global Location-based Advertising Market, Growth Prospects 2022-2032
- FIG 6. Global Location-based Advertising Market, Porter's 5 Force Model
- FIG 7. Global Location-based Advertising Market, PESTEL Analysis
- FIG 8. Global Location-based Advertising Market, Value Chain Analysis
- FIG 9. Global Location-based Advertising Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. Global Location-based Advertising Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 11. Global Location-based Advertising Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 12. Global Location-based Advertising Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 13. Global Location-based Advertising Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 14. Global Location-based Advertising Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Location-based Advertising Market 2022 & 2032 (USD Million/Billion)
- FIG 16. Europe Location-based Advertising Market 2022 & 2032 (USD Million/Billion)
- FIG 17. Asia Pacific Location-based Advertising Market 2022 & 2032 (USD Million/Billion)
- FIG 18. Latin America Location-based Advertising Market 2022 & 2032 (USD Million/Billion)
- FIG 19. Middle East & Africa Location-based Advertising Market 2022 & 2032 (USD Million/Billion)
- FIG 20. Global Location-based Advertising Market, Company Market Share Analysis (2023)

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