

Global Location Based Advertising Market Size study & Forecast, by Advertising Type (Push Advertising, Pull Advertising), by Type (Geofencing, Geotargeting, Beacon Advertising, Geoconquesting), by End-use (Retail, Hospitality, Healthcare, BFSI, Education, Technology & Media, Transportation & Logistics, Automotive, Multimedia & Entertainment, Others), and Regional Analysis, 2023-2030

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Abstracts

Global Location Based Advertising Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Location-based advertising (LBA) refers to a marketing strategy that delivers targeted advertisements to consumers based on their current or past geographic locations. It leverages technologies such as GPS, Wi-Fi, Bluetooth and beacons to pinpoint the whereabouts of mobile device users and deliver relevant ads to them in real-time or based on their historical location data. The market growth is driven by key factors such as widespread adoption of mobile devices, advancement in geospatial technology and increasing demand for personalized marketing experiences.

Mobile phones are equipped with GPS, Wi-Fi, and other location tracking technologies, providing real-time and precise location data. This data enables advertisers to target consumers based on their current whereabouts, increasing the effectiveness of ads by delivering relevant offers when users are near a physical store or relevant point of interest. As per Statista, between 2024 and 2029, the global smartphone user base is projected to grow by a total of 1.5 billion users, marking a 30.6% increase. This growth trend, extending over fifteen consecutive years, is expected to reach a peak of 6.4

billion users by 2029. Hence, the number of smartphone users has consistently risen in recent years. However, data Privacy and security concerns stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Location Based Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The North America region emerged as the dominant force in the global market holding the largest market share in 2022, propelled by the pervasive use of smartphones. The widespread adoption of mobile devices has fostered increased connectivity and reliance among consumers, who now utilize their phones for a myriad of activities including shopping, socializing, and accessing information. Along with this, the Asia Pacific region is expected to be the fastest growing region, driven by the availability of reliable and precise geospatial data. This robust data infrastructure, coupled with advanced technologies such as GPS, Wi-Fi networks, and sophisticated mapping services, empowers advertisers to accurately pinpoint consumers' real-time locations. Consequently, advertisers can deliver highly relevant and contextually rich advertising experiences, driving engagement and fostering meaningful interactions with their target audiences.

Major market player included in this report are:

Facebook (Meta Platforms Inc.)

Cidewalk Technologies Inc.

Enradius LLC

Emodo (Placecast)

Foursquare Labs Inc.

Google LLC

GroundTruth

IBM Corporation

Near Intelligence Inc.

PlacelQ

Recent Developments in the Market:

In August 2023, Google Inc. introduced vehicle ads, a novel ad format within search, enabling auto advertisers to showcase their vehicle inventory to potential buyers on Google.

In February 2023, Cidewalk Technologies Inc. debuted BannerAI, a free digital billboard ad creative service powered by OpenAI, as part of its latest programmatic billboard advertising platform.

Global Location Based Advertising 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 – Advertising Type, Type, End-use, 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 Advertising Type:

Push Advertising

Pull Advertising

By Type:

Geofencing

Geotargeting

Beacon Advertising

Geoconquesting

By End-use:

Retail

Hospitality

Healthcare

BFSI

Education

Technology & Media

Transportation & Logistics

Automotive

Multimedia & 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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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