

# **Global Location of Things Market Size study & Forecast, by Location Type (Indoor Location, Outdoor Location), by Application (Mapping & Navigation, Location-based Customer Engagement & Advertising Platform, Location-based Social Media Monitoring, IoT Asset Management, Location Intelligence) By End Use Industry (BFSI, Defense, Government & Public Utilities, Healthcare & Life Sciences, Industrial Manufacturing, Media & Entertainment, Retail & E-Commerce, Transportation & Logistics) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Location of Things Market is valued approximately USD 19.75 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 37.9% over the forecast period 2022-2029. Location of Things is a subcategory of Internet of Things (IoT) enables connected devices to monitor and communicate their geographic location. Location of Things helps business in creating location specific push notifications to enhance customer engagement. It also reduces complexities in business processes and improves operations efficiency. The increasing adoption of location-based services and growing demand for Spatial Analytics in Business as well as rising adoption of IoT-based products & services would create lucrative growth prospectus for the market over the forecast period.

According to Statista – in 2019, the global market for Internet of things (IoT) end-user solutions was estimated at USD 212 billion, and the market is projected to grow to USD

1.6 trillion by 2025. Moreover, as per Statista – in 2021, the total installed base of Internet of Things (IoT) connected devices worldwide was estimated at 13.8 billion units, and the number of IoT connected devices is projected to grow to 30.9 billion devices by 2025. Also, growing emergence of cloud-based technologies as well as rising expansion of aerospace & defense sector would create lucrative growth prospectus for the market over the forecast period. However, rising concern over data security & privacy stifles the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Location of Things Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to factors such as presence of leading market players as well as growing commercialization of location-based services in the region. Whereas Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising penetration IoT based devices as well as rapid expansion of logistics & transportation sector in the region.

Major market player included in this report are:

Bosch Software Innovations GMBH (Germany)

Google, Inc. (Alphabet, Inc.) (US)

IBM Corporation (US)

Microsoft Corporation (US)

ESRI (US)

Qualcomm Technologies, Inc. (US)

Wireless Logic (UK)

Ubisense Group Plc (UK)

Pitney Bowes (US)

HERE (US)

Recent Developments in the Market:

In August 2021, Claro Enterprise Solutions, announced the launch of RTLS+, an IoT-enabled suite of real-time location solutions. This new platform integrates advanced Artificial Intelligence (AI), machine learning, video analytics, location tracking, ID, and network technologies among others.

In March 2022, MetaGeo rolled out a geographic information system (GIS) platform to enable businesses to host, analyze, find, and share 3D map datasets between internet-capable devices.

Global Location of Things 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 Location Type, Application, End Use Industry, 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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Location Type

Indoor Location

Outdoor Location

By Application

Mapping & Navigation

Location-based Customer Engagement & Advertising Platform

Location-based Social Media Monitoring

IoT Asset Management

Location Intelligence

By End Use Industry

BFSI

Defense

Government & Public Utilities

Healthcare & Life Sciences

Industrial Manufacturing

Media & Entertainment

Retail & E-Commerce

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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