

Global Location Targeted Mobile Advertising Market Size study & Forecast, by Technology (Geo-fencing, Beacons, Hyper-contextual Targeting, Geo-targeting, Geo-conquesting), by End-user Industry (Retail, Banking, Financial Services, and Insurance, Travel, Tourism, and Hospitality, Healthcare, Other End-user Industries) and Regional Analysis, 2023-2030

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Abstracts

Global Location Targeted Mobile Advertising Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 16.87% over the forecast period 2023-2030. The Location Targeted Mobile Advertising Market refers to the segment of the advertising industry that focuses on delivering targeted ads to mobile users based on their geographic location. It involves the use of location data from mobile devices, such as smartphones and tablets, to identify and target specific audiences in a particular location or proximity to a specific point of interest. The market growth is driven by key factors such as rapidly increasing digitalization across industry verticals and growing penetration of Internet & GPS-enabled mobile devices.

According to Statista, the hospitality sector includes a wide range of service-related industries, including hotels, tourism, food, and beverage services, and even theme parks. The size of the global hospitality market was 3486.77 billion dollars in 2020, and it was anticipated that it would increase to 4132.5 billion dollars in 2021. On the other hand, it is anticipated that worldwide income from travel apps would increase by 17% from 2022 to 2023, totaling around USD 400 million. Also, according to the 2020 Digital Trends in Asia Pacific report, more than 57% of the organizations polled in the area expect to boost their spending on digital advertising in 2020. Moreover, Advancements in mobile communication and geo-positioning technologies and the increasing use of

social media create market opportunities during the projected period. However, rising Awareness Regarding Safety and Security among Consumers of Location Tracking stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Location Targeted Mobile Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is leading the global market share owing to increasing smartphone usage and the growth of IoT technology within the region. However, Asia Pacific is expected to be the fastest growing region due to increasing spend on goods and services via an e-commerce platform, and low-cost model of advertising are some of the prime factors driving the market growth

Major market player included in this report are:

InMarket
Google LLC
Facebook Inc.
IBM Technology Corporation
Microsoft Corporation
Gimbal Inc.
ThumbVista LLC
Bluedot Innovation
Apple Inc.
GroundTruth

Recent Developments in the Market:

In May 2021, GroundTruth announced a cooperation and integration with Yext. Yext is an online brand management company. consumers will probably be able to manage their listings on the Yext platform due to the connection, which also makes use of GroundTruth's proprietary Blueprint mapping technology to target specific consumers with tailored offers and advertisements.

Global Location Targeted Mobile 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 – Technology, End User Industry, 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 Technology:

Geo-fencing

Beacons

Hyper-contextual Targeting

Geo-targeting

Geo-conquesting

By End User Industry:

Retail

Banking, Financial Services, and Insurance

Travel, Tourism, and Hospitality

Healthcare

Other End-user Industries

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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