

Global Mobile Locations Based Services Market Size study, By Service Type (Professional, Managed), By End-user Industry (FMCG and E-commerce, Retail, Healthcare, IT and Telecom, Transportation, Oil and Gas, Other End-user Industries), and Regional Forecasts 2022-2028

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Abstracts

Global Mobile Locations Based Services Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. The Mobile Locations Based Services can be defined as services that relies on real-time information generated from navigational and mapping database. Widely used Mobile based services include navigation software, social networking services, location-based advertising, and tracking systems among others. Growing penetration of smartphones and rising trend towards mobile advertising as well as surging global navigation satellite system and positioning market are key driving factors for growth of Mobile Locations based Services Market. For instance, according to Statista – In 2021, smartphones users globally, were estimated at 6259 million and as per estimation the number of smartphone users would grow to 7,690 million by 2027. Furthermore, as per Statista - in 2018, spending on location targeted mobile advertising in USA was estimated at USD 21.4 billion. Moreover, this amount is estimated to reach to USD 32 billion by the end of 2023. Also, growing number of internet users in emerging countries and rising software as a service (SaaS) Market are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, stringent government regulations over data security concerns impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Mobile Locations Based Services Market

study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to presence of leading market players and rising navigation satellite system market in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as growing number of smartphones users and increasing penetration of social media platform in the region, would create lucrative growth prospects for the Mobile Locations Based Services Market across the Asia Pacific region.

Major market players included in this report are:

AiRISTA Flow (US)

Apple (US)

Aruba Networks (US)

CenTrak (US)

Cisco (US)

Ericsson (US)

ESRI (US)

GE Healthcare (US)

Google (US)

HERE (Netherlands)

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Service Type

Professional

Managed

By End-user Industry

FMCG and E-commerce

Retail

Healthcare

IT and Telecom

Transportation

Oil and Gas

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Mobile Locations Based Services Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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