

# 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

<https://marketpublishers.com/r/G27636FCB4A7EN.html>

Date: May 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G27636FCB4A7EN

## 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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Global Mobile Locations Based Services Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Global Mobile Locations Based Services Market, by Service Type, 2020-2028 (USD Million)
  - 1.2.3. Global Mobile Locations Based Services Market, by End Use Industry, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL MOBILE LOCATIONS BASED SERVICES MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL MOBILE LOCATIONS BASED SERVICES MARKET DYNAMICS

- 3.1. Mobile Locations Based Services Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing penetration of smartphones.
    - 3.1.1.2. Growing trend towards mobile advertising.
    - 3.1.1.3. Surging global navigation satellite system and positioning Market.
  - 3.1.2. Market Challenges
    - 3.1.2.1. Stringent government regulations over data security concerns.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Growing number of internet users in emerging countries.
    - 3.1.3.2. Rising software as a service (SaaS) Market

## **CHAPTER 4. GLOBAL MOBILE LOCATIONS BASED SERVICES 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 (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL MOBILE LOCATIONS BASED SERVICES MARKET, BY SERVICE TYPE**

- 6.1. Market Snapshot
- 6.2. Global Mobile Locations Based Services Market by Service Type, Performance - Potential Analysis
- 6.3. Global Mobile Locations Based Services Market Estimates & Forecasts by Service Type 2018-2028 (USD Million)
- 6.4. Mobile Locations Based Services Market, Sub Segment Analysis
  - 6.4.1. Professional
  - 6.4.2. Managed

## **CHAPTER 7. GLOBAL MOBILE LOCATIONS BASED SERVICES MARKET, BY END**

## **USE INDUSTRY**

- 7.1. Market Snapshot
- 7.2. Global Mobile Locations Based Services Market by End Use Industry, Performance - Potential Analysis
- 7.3. Global Mobile Locations Based Services Market Estimates & Forecasts by End Use Industry 2018-2028 (USD Million)
- 7.4. Mobile Locations Based Services Market, Sub Segment Analysis
  - 7.4.1. FMCG and E-commerce
  - 7.4.2. Retail
  - 7.4.3. Healthcare
  - 7.4.4. IT and Telecom
  - 7.4.5. Transportation
  - 7.4.6. Oil and Gas
  - 7.4.7. Other End-user Industries

## **CHAPTER 8. GLOBAL MOBILE LOCATIONS BASED SERVICES MARKET, REGIONAL ANALYSIS**

- 8.1. Mobile Locations Based Services Market, Regional Market Snapshot
- 8.2. North America Mobile Locations Based Services Market
  - 8.2.1. U.S. Mobile Locations Based Services Market
    - 8.2.1.1. Service Type estimates & forecasts, 2018-2028
    - 8.2.1.2. End Use Industry estimates & forecasts, 2018-2028
  - 8.2.2. Canada Mobile Locations Based Services Market
- 8.3. Europe Mobile Locations Based Services Market Snapshot
  - 8.3.1. U.K. Mobile Locations Based Services Market
  - 8.3.2. Germany Mobile Locations Based Services Market
  - 8.3.3. France Mobile Locations Based Services Market
  - 8.3.4. Spain Mobile Locations Based Services Market
  - 8.3.5. Italy Mobile Locations Based Services Market
  - 8.3.6. Rest of Europe Mobile Locations Based Services Market
- 8.4. Asia-Pacific Mobile Locations Based Services Market Snapshot
  - 8.4.1. China Mobile Locations Based Services Market
  - 8.4.2. India Mobile Locations Based Services Market
  - 8.4.3. Japan Mobile Locations Based Services Market
  - 8.4.4. Australia Mobile Locations Based Services Market
  - 8.4.5. South Korea Mobile Locations Based Services Market
  - 8.4.6. Rest of Asia Pacific Mobile Locations Based Services Market

- 8.5. Latin America Mobile Locations Based Services Market Snapshot
  - 8.5.1. Brazil Mobile Locations Based Services Market
  - 8.5.2. Mexico Mobile Locations Based Services Market
- 8.6. Rest of The World Mobile Locations Based Services Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Company Profiles
  - 9.2.1. AiRISTA Flow (US)
    - 9.2.1.1. Key Information
    - 9.2.1.2. Overview
    - 9.2.1.3. Financial (Subject to Data Availability)
    - 9.2.1.4. Product Summary
    - 9.2.1.5. Recent Developments
  - 9.2.2. Apple (US)
  - 9.2.3. Aruba Networks (US)
  - 9.2.4. CenTrak (US)
  - 9.2.5. Cisco (US)
  - 9.2.6. Ericsson (US)
  - 9.2.7. ESRI (US)
  - 9.2.8. GE Healthcare (US)
  - 9.2.9. Google (US)
  - 9.2.10. HERE (Netherlands)

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Mobile Locations Based Services Market, report scope

TABLE 2. Global Mobile Locations Based Services Market estimates & forecasts by Region 2018-2028 (USD Million)

TABLE 3. Global Mobile Locations Based Services Market estimates & forecasts by Service Type 2018-2028 (USD Million)

TABLE 4. Global Mobile Locations Based Services Market estimates & forecasts by End Use Industry 2018-2028 (USD Million)

TABLE 5. Global Mobile Locations Based Services Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 6. Global Mobile Locations Based Services Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 7. Global Mobile Locations Based Services Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 8. Global Mobile Locations Based Services Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 9. Global Mobile Locations Based Services Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 10. Global Mobile Locations Based Services Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 11. Global Mobile Locations Based Services Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 12. Global Mobile Locations Based Services Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 13. Global Mobile Locations Based Services Market by segment, estimates & forecasts, 2018-2028 (USD Million)

TABLE 14. Global Mobile Locations Based Services Market by region, estimates & forecasts, 2018-2028 (USD Million)

TABLE 15. U.S. Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 16. U.S. Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 17. U.S. Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 18. Canada Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 19. Canada Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 20. Canada Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. UK Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 22. UK Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 23. UK Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. Germany Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 25. Germany Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 26. Germany Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. RoE Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 28. RoE Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 29. RoE Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. China Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 31. China Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 32. China Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. India Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 34. India Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 35. India Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. Japan Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 37. Japan Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 38. Japan Mobile Locations Based Services Market estimates & forecasts by

segment 2018-2028 (USD Million)

TABLE 39. RoAPAC Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 40. RoAPAC Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 41. RoAPAC Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. Brazil Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 43. Brazil Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 44. Brazil Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Mexico Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 46. Mexico Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 47. Mexico Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. RoLA Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 49. RoLA Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 50. RoLA Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. Row Mobile Locations Based Services Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 52. Row Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 53. Row Mobile Locations Based Services Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. List of secondary sources, used in the study of global Mobile Locations Based Services Market

TABLE 55. List of primary sources, used in the study of global Mobile Locations Based Services Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Mobile Locations Based Services Market, research methodology
- FIG 2. Global Mobile Locations Based Services Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Mobile Locations Based Services Market, key trends 2021
- FIG 5. Global Mobile Locations Based Services Market, growth prospects 2022-2028
- FIG 6. Global Mobile Locations Based Services Market, porters 5 force model
- FIG 7. Global Mobile Locations Based Services Market, pest analysis
- FIG 8. Global Mobile Locations Based Services Market, value chain analysis
- FIG 9. Global Mobile Locations Based Services Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Mobile Locations Based Services Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Mobile Locations Based Services Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Mobile Locations Based Services Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Mobile Locations Based Services Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Mobile Locations Based Services Market, regional snapshot 2018 & 2028
- FIG 15. North America Mobile Locations Based Services Market 2018 & 2028 (USD Million)
- FIG 16. Europe Mobile Locations Based Services Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Mobile Locations Based Services Market 2018 & 2028 (USD Million)
- FIG 19. Global Mobile Locations Based Services Market, company Market share analysis (2021)



## I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/G27636FCB4A7EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G27636FCB4A7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970