

Global Location-based Search and Advertising Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Location-based search and advertising involves integrating advertisements with location-based solutions.

This report provides a deep insight into the global Location-based Search and Advertising market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Location-based Search and Advertising Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Location-based Search and Advertising market in any manner.

Global Location-based Search and Advertising Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Foursquare

Xad

Groupon

Scanbuy

Shopkick

Yoose

Verve

Thumbvista

Market Segmentation (by Type)

Assisted GPS (A-GPS)

GPS

Enhanced GPS (E-GPS)

Enhanced Observed Time Difference (E-OTD)

Observed Time Difference (OTD)

Cell ID

Wi-Fi

Others

Market Segmentation (by Application)

Retail Outlets

Public Places

Airports

Hospitals

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Location-based Search and Advertising Market

Overview of the regional outlook of the Location-based Search and Advertising Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business

expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Location-based Search and Advertising Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Location-based Search and Advertising
- 1.2 Key Market Segments
 - 1.2.1 Location-based Search and Advertising Segment by Type
 - 1.2.2 Location-based Search and Advertising Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 LOCATION-BASED SEARCH AND ADVERTISING MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 LOCATION-BASED SEARCH AND ADVERTISING MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Location-based Search and Advertising Revenue Market Share by Company (2019-2024)
- 3.2 Location-based Search and Advertising Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Location-based Search and Advertising Market Size Sites, Area Served, Product Type
- 3.4 Location-based Search and Advertising Market Competitive Situation and Trends
 - 3.4.1 Location-based Search and Advertising Market Concentration Rate
 - 3.4.2 Global 5 and 10 Largest Location-based Search and Advertising Players Market Share by Revenue
 - 3.4.3 Mergers & Acquisitions, Expansion

4 LOCATION-BASED SEARCH AND ADVERTISING VALUE CHAIN ANALYSIS

- 4.1 Location-based Search and Advertising Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LOCATION-BASED SEARCH AND ADVERTISING MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 LOCATION-BASED SEARCH AND ADVERTISING MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Location-based Search and Advertising Market Size Market Share by Type (2019-2024)
- 6.3 Global Location-based Search and Advertising Market Size Growth Rate by Type (2019-2024)

7 LOCATION-BASED SEARCH AND ADVERTISING MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Location-based Search and Advertising Market Size (M USD) by Application (2019-2024)
- 7.3 Global Location-based Search and Advertising Market Size Growth Rate by Application (2019-2024)

8 LOCATION-BASED SEARCH AND ADVERTISING MARKET SEGMENTATION BY REGION

- 8.1 Global Location-based Search and Advertising Market Size by Region
 - 8.1.1 Global Location-based Search and Advertising Market Size by Region

8.1.2 Global Location-based Search and Advertising Market Size Market Share by Region

8.2 North America

8.2.1 North America Location-based Search and Advertising Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Location-based Search and Advertising Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Location-based Search and Advertising Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Location-based Search and Advertising Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Location-based Search and Advertising Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Foursquare

9.1.1 Foursquare Location-based Search and Advertising Basic Information

- 9.1.2 Foursquare Location-based Search and Advertising Product Overview
- 9.1.3 Foursquare Location-based Search and Advertising Product Market Performance
- 9.1.4 Foursquare Location-based Search and Advertising SWOT Analysis
- 9.1.5 Foursquare Business Overview
- 9.1.6 Foursquare Recent Developments
- 9.2 Xad
 - 9.2.1 Xad Location-based Search and Advertising Basic Information
 - 9.2.2 Xad Location-based Search and Advertising Product Overview
 - 9.2.3 Xad Location-based Search and Advertising Product Market Performance
 - 9.2.4 Foursquare Location-based Search and Advertising SWOT Analysis
 - 9.2.5 Xad Business Overview
 - 9.2.6 Xad Recent Developments
- 9.3 Groupon
 - 9.3.1 Groupon Location-based Search and Advertising Basic Information
 - 9.3.2 Groupon Location-based Search and Advertising Product Overview
 - 9.3.3 Groupon Location-based Search and Advertising Product Market Performance
 - 9.3.4 Foursquare Location-based Search and Advertising SWOT Analysis
 - 9.3.5 Groupon Business Overview
 - 9.3.6 Groupon Recent Developments
- 9.4 Scanbuy
 - 9.4.1 Scanbuy Location-based Search and Advertising Basic Information
 - 9.4.2 Scanbuy Location-based Search and Advertising Product Overview
 - 9.4.3 Scanbuy Location-based Search and Advertising Product Market Performance
 - 9.4.4 Scanbuy Business Overview
 - 9.4.5 Scanbuy Recent Developments
- 9.5 Shopkick
 - 9.5.1 Shopkick Location-based Search and Advertising Basic Information
 - 9.5.2 Shopkick Location-based Search and Advertising Product Overview
 - 9.5.3 Shopkick Location-based Search and Advertising Product Market Performance
 - 9.5.4 Shopkick Business Overview
 - 9.5.5 Shopkick Recent Developments
- 9.6 Yoose
 - 9.6.1 Yoose Location-based Search and Advertising Basic Information
 - 9.6.2 Yoose Location-based Search and Advertising Product Overview
 - 9.6.3 Yoose Location-based Search and Advertising Product Market Performance
 - 9.6.4 Yoose Business Overview
 - 9.6.5 Yoose Recent Developments
- 9.7 Verve
 - 9.7.1 Verve Location-based Search and Advertising Basic Information

- 9.7.2 Verve Location-based Search and Advertising Product Overview
- 9.7.3 Verve Location-based Search and Advertising Product Market Performance
- 9.7.4 Verve Business Overview
- 9.7.5 Verve Recent Developments

9.8 Thumbvista

- 9.8.1 Thumbvista Location-based Search and Advertising Basic Information
- 9.8.2 Thumbvista Location-based Search and Advertising Product Overview
- 9.8.3 Thumbvista Location-based Search and Advertising Product Market Performance
- 9.8.4 Thumbvista Business Overview
- 9.8.5 Thumbvista Recent Developments

10 LOCATION-BASED SEARCH AND ADVERTISING REGIONAL MARKET FORECAST

- 10.1 Global Location-based Search and Advertising Market Size Forecast
- 10.2 Global Location-based Search and Advertising Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Location-based Search and Advertising Market Size Forecast by Country
 - 10.2.3 Asia Pacific Location-based Search and Advertising Market Size Forecast by Region
 - 10.2.4 South America Location-based Search and Advertising Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Consumption of Location-based Search and Advertising by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

- 11.1 Global Location-based Search and Advertising Market Forecast by Type (2025-2030)
- 11.2 Global Location-based Search and Advertising Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Location-based Search and Advertising Market Size Comparison by Region (M USD)

Table 5. Global Location-based Search and Advertising Revenue (M USD) by Company (2019-2024)

Table 6. Global Location-based Search and Advertising Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Location-based Search and Advertising as of 2022)

Table 8. Company Location-based Search and Advertising Market Size Sites and Area Served

Table 9. Company Location-based Search and Advertising Product Type

Table 10. Global Location-based Search and Advertising Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Location-based Search and Advertising

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Location-based Search and Advertising Market Challenges

Table 18. Global Location-based Search and Advertising Market Size by Type (M USD)

Table 19. Global Location-based Search and Advertising Market Size (M USD) by Type (2019-2024)

Table 20. Global Location-based Search and Advertising Market Size Share by Type (2019-2024)

Table 21. Global Location-based Search and Advertising Market Size Growth Rate by Type (2019-2024)

Table 22. Global Location-based Search and Advertising Market Size by Application

Table 23. Global Location-based Search and Advertising Market Size by Application (2019-2024) & (M USD)

Table 24. Global Location-based Search and Advertising Market Share by Application (2019-2024)

Table 25. Global Location-based Search and Advertising Market Size Growth Rate by Application (2019-2024)

Table 26. Global Location-based Search and Advertising Market Size by Region (2019-2024) & (M USD)

Table 27. Global Location-based Search and Advertising Market Size Market Share by Region (2019-2024)

Table 28. North America Location-based Search and Advertising Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Location-based Search and Advertising Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Location-based Search and Advertising Market Size by Region (2019-2024) & (M USD)

Table 31. South America Location-based Search and Advertising Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Location-based Search and Advertising Market Size by Region (2019-2024) & (M USD)

Table 33. Foursquare Location-based Search and Advertising Basic Information

Table 34. Foursquare Location-based Search and Advertising Product Overview

Table 35. Foursquare Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Foursquare Location-based Search and Advertising SWOT Analysis

Table 37. Foursquare Business Overview

Table 38. Foursquare Recent Developments

Table 39. Xad Location-based Search and Advertising Basic Information

Table 40. Xad Location-based Search and Advertising Product Overview

Table 41. Xad Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Foursquare Location-based Search and Advertising SWOT Analysis

Table 43. Xad Business Overview

Table 44. Xad Recent Developments

Table 45. Groupon Location-based Search and Advertising Basic Information

Table 46. Groupon Location-based Search and Advertising Product Overview

Table 47. Groupon Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Foursquare Location-based Search and Advertising SWOT Analysis

Table 49. Groupon Business Overview

Table 50. Groupon Recent Developments

Table 51. Scanbuy Location-based Search and Advertising Basic Information

Table 52. Scanbuy Location-based Search and Advertising Product Overview

Table 53. Scanbuy Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Scanbuy Business Overview

Table 55. Scanbuy Recent Developments

Table 56. Shopkick Location-based Search and Advertising Basic Information

Table 57. Shopkick Location-based Search and Advertising Product Overview

Table 58. Shopkick Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Shopkick Business Overview

Table 60. Shopkick Recent Developments

Table 61. Yoose Location-based Search and Advertising Basic Information

Table 62. Yoose Location-based Search and Advertising Product Overview

Table 63. Yoose Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Yoose Business Overview

Table 65. Yoose Recent Developments

Table 66. Verve Location-based Search and Advertising Basic Information

Table 67. Verve Location-based Search and Advertising Product Overview

Table 68. Verve Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Verve Business Overview

Table 70. Verve Recent Developments

Table 71. Thumbvista Location-based Search and Advertising Basic Information

Table 72. Thumbvista Location-based Search and Advertising Product Overview

Table 73. Thumbvista Location-based Search and Advertising Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Thumbvista Business Overview

Table 75. Thumbvista Recent Developments

Table 76. Global Location-based Search and Advertising Market Size Forecast by Region (2025-2030) & (M USD)

Table 77. North America Location-based Search and Advertising Market Size Forecast by Country (2025-2030) & (M USD)

Table 78. Europe Location-based Search and Advertising Market Size Forecast by Country (2025-2030) & (M USD)

Table 79. Asia Pacific Location-based Search and Advertising Market Size Forecast by Region (2025-2030) & (M USD)

Table 80. South America Location-based Search and Advertising Market Size Forecast by Country (2025-2030) & (M USD)

Table 81. Middle East and Africa Location-based Search and Advertising Market Size

Forecast by Country (2025-2030) & (M USD)

Table 82. Global Location-based Search and Advertising Market Size Forecast by Type (2025-2030) & (M USD)

Table 83. Global Location-based Search and Advertising Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Location-based Search and Advertising

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Location-based Search and Advertising Market Size (M USD), 2019-2030

Figure 5. Global Location-based Search and Advertising Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Location-based Search and Advertising Market Size by Country (M USD)

Figure 10. Global Location-based Search and Advertising Revenue Share by Company in 2023

Figure 11. Location-based Search and Advertising Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Location-based Search and Advertising Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Location-based Search and Advertising Market Share by Type

Figure 15. Market Size Share of Location-based Search and Advertising by Type (2019-2024)

Figure 16. Market Size Market Share of Location-based Search and Advertising by Type in 2022

Figure 17. Global Location-based Search and Advertising Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Location-based Search and Advertising Market Share by Application

Figure 20. Global Location-based Search and Advertising Market Share by Application (2019-2024)

Figure 21. Global Location-based Search and Advertising Market Share by Application in 2022

Figure 22. Global Location-based Search and Advertising Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Location-based Search and Advertising Market Size Market Share by Region (2019-2024)

Figure 24. North America Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Location-based Search and Advertising Market Size Market Share by Country in 2023

Figure 26. U.S. Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Location-based Search and Advertising Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Location-based Search and Advertising Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Location-based Search and Advertising Market Size Market Share by Country in 2023

Figure 31. Germany Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Location-based Search and Advertising Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Location-based Search and Advertising Market Size Market Share by Region in 2023

Figure 38. China Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Location-based Search and Advertising Market Size and

Growth Rate (M USD)

Figure 44. South America Location-based Search and Advertising Market Size Market Share by Country in 2023

Figure 45. Brazil Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Location-based Search and Advertising Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Location-based Search and Advertising Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Location-based Search and Advertising Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Location-based Search and Advertising Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Location-based Search and Advertising Market Share Forecast by Type (2025-2030)

Figure 57. Global Location-based Search and Advertising Market Share Forecast by Application (2025-2030)

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