

Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

Higher adoption of business intelligence and increasing market competitiveness to play a significant role in augmenting the growth prospects in the location-based services and real-time location systems market.

The global Location-Based Services (LBS) and Real Time Location Systems (RTLS) market size was estimated at USD 20360 million in 2023 and is projected to reach USD 83647.03 million by 2032, exhibiting a CAGR of 17.00% during the forecast period.

North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) market size was estimated at USD 6963.98 million in 2023, at a CAGR of 14.57% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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 Services (LBS) and Real Time Location Systems (RTLS)

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 Services (LBS) and Real Time Location Systems (RTLS) market in any manner.

Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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

Google

International Business Machines

Microsoft

Oracle

Esri

Zebra Technologies

Qualcomm Technologies

Ericsson

Teldio

Market Segmentation (by Type)

Hardware Equipment

Software System

Market Segmentation (by Application)

Auto Industry

Medical Treatment

Communication

Navigation

Other

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 Services (LBS) and Real Time Location Systems (RTLS) Market

Overview of the regional outlook of the Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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 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 Services (LBS) and Real Time Location Systems (RTLS) 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 from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Location-Based Services (LBS) and Real Time Location Systems (RTLS), their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 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 Services (LBS) and Real Time Location Systems (RTLS)

1.2 Key Market Segments

1.2.1 Location-Based Services (LBS) and Real Time Location Systems (RTLS) Segment by Type

1.2.2 Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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 SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) MARKET COMPETITIVE LANDSCAPE

3.1 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue Market Share by Company (2019-2024)

3.2 Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Sites, Area Served, Product Type

3.4 Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Competitive Situation and Trends

3.4.1 Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Concentration Rate

3.4.2 Global 5 and 10 Largest Location-Based Services (LBS) and Real Time Location

Systems (RTLS) Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) VALUE CHAIN ANALYSIS

4.1 Location-Based Services (LBS) and Real Time Location Systems (RTLS) Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) 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 SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Type (2019-2024)

6.3 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Growth Rate by Type (2019-2024)

7 LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (M USD) by Application (2019-2024)

7.3 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Size Growth Rate by Application (2019-2024)

8 LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) MARKET SEGMENTATION BY REGION

8.1 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Size by Region

8.1.1 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Size by Region

8.1.2 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Size Market Share by Region

8.2 North America

8.2.1 North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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 Services (LBS) and Real Time Location Systems (RTLS)
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 Services (LBS) and Real Time Location Systems (RTLS) 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 Services (LBS) and Real Time Location Systems (RTLS) 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 Services (LBS) and Real Time Location Systems (RTLS) 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 Google

9.1.1 Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.1.2 Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.1.3 Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.1.4 Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

9.1.5 Google Business Overview

9.1.6 Google Recent Developments

9.2 International Business Machines

9.2.1 International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.2.2 International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.2.3 International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.2.4 International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

9.2.5 International Business Machines Business Overview

9.2.6 International Business Machines Recent Developments

9.3 Microsoft

9.3.1 Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.3.2 Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.3.3 Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.3.4 Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

9.3.5 Microsoft Business Overview

9.3.6 Microsoft Recent Developments

9.4 Oracle

9.4.1 Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.4.2 Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.4.3 Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.4.4 Oracle Business Overview

9.4.5 Oracle Recent Developments

9.5 Esri

9.5.1 Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.5.2 Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.5.3 Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.5.4 Esri Business Overview

9.5.5 Esri Recent Developments

9.6 Zebra Technologies

9.6.1 Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.6.2 Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.6.3 Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.6.4 Zebra Technologies Business Overview

9.6.5 Zebra Technologies Recent Developments

9.7 Qualcomm Technologies

9.7.1 Qualcomm Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.7.2 Qualcomm Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.7.3 Qualcomm Technologies Location-Based Services (LBS) and Real Time

Location Systems (RTLS) Product Market Performance

9.7.4 Qualcomm Technologies Business Overview

9.7.5 Qualcomm Technologies Recent Developments

9.8 Ericsson

9.8.1 Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.8.2 Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.8.3 Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.8.4 Ericsson Business Overview

9.8.5 Ericsson Recent Developments

9.9 Teldio

9.9.1 Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

9.9.2 Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

9.9.3 Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Market Performance

9.9.4 Teldio Business Overview

9.9.5 Teldio Recent Developments

10 LOCATION-BASED SERVICES (LBS) AND REAL TIME LOCATION SYSTEMS (RTLS) REGIONAL MARKET FORECAST

10.1 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast

10.2 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country

10.2.3 Asia Pacific Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Region

10.2.4 South America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Location-Based Services (LBS) and Real Time Location Systems (RTLS) by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

11.1 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Forecast by Type (2025-2032)

11.2 Global Location-Based Services (LBS) and Real Time Location Systems (RTLS)
Market Forecast by Application (2025-2032)

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 Services (LBS) and Real Time Location Systems (RTLS) Market Size Comparison by Region (M USD)

Table 5. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) by Company (2019-2024)

Table 6. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Location-Based Services (LBS) and Real Time Location Systems (RTLS) as of 2022)

Table 8. Company Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Sites and Area Served

Table 9. Company Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Type

Table 10. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Location-Based Services (LBS) and Real Time Location Systems (RTLS)

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Challenges

Table 18. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Type (M USD)

Table 19. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (M USD) by Type (2019-2024)

Table 20. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Share by Type (2019-2024)

Table 21. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Growth Rate by Type (2019-2024)

Table 22. Global Location-Based Services (LBS) and Real Time Location Systems

(RTLS) Market Size by Application

Table 23. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Application (2019-2024) & (M USD)

Table 24. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Application (2019-2024)

Table 25. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Growth Rate by Application (2019-2024)

Table 26. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Region (2019-2024) & (M USD)

Table 27. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Region (2019-2024)

Table 28. North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Region (2019-2024) & (M USD)

Table 31. South America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size by Region (2019-2024) & (M USD)

Table 33. Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 34. Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 35. Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Google Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

Table 37. Google Business Overview

Table 38. Google Recent Developments

Table 39. International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 40. International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 41. International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 42. International Business Machines Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

Table 43. International Business Machines Business Overview

Table 44. International Business Machines Recent Developments

Table 45. Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 46. Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 47. Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Microsoft Location-Based Services (LBS) and Real Time Location Systems (RTLS) SWOT Analysis

Table 49. Microsoft Business Overview

Table 50. Microsoft Recent Developments

Table 51. Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 52. Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 53. Oracle Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Oracle Business Overview

Table 55. Oracle Recent Developments

Table 56. Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 57. Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 58. Esri Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Esri Business Overview

Table 60. Esri Recent Developments

Table 61. Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 62. Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 63. Zebra Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Zebra Technologies Business Overview

Table 65. Zebra Technologies Recent Developments

Table 66. Qualcomm Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 67. Qualcomm Technologies Location-Based Services (LBS) and Real Time

Location Systems (RTLS) Product Overview

Table 68. Qualcomm Technologies Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Qualcomm Technologies Business Overview

Table 70. Qualcomm Technologies Recent Developments

Table 71. Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 72. Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 73. Ericsson Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Ericsson Business Overview

Table 75. Ericsson Recent Developments

Table 76. Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Basic Information

Table 77. Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Product Overview

Table 78. Teldio Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Teldio Business Overview

Table 80. Teldio Recent Developments

Table 81. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Region (2025-2032) & (M USD)

Table 82. North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country (2025-2032) & (M USD)

Table 83. Europe Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country (2025-2032) & (M USD)

Table 84. Asia Pacific Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Region (2025-2032) & (M USD)

Table 85. South America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country (2025-2032) & (M USD)

Table 86. Middle East and Africa Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Country (2025-2032) & (M USD)

Table 87. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Type (2025-2032) & (M USD)

Table 88. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Location-Based Services (LBS) and Real Time Location Systems (RTLS)

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (M USD), 2019-2032

Figure 5. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (M USD) (2019-2032)

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 Services (LBS) and Real Time Location Systems (RTLS) Market Size by Country (M USD)

Figure 10. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Revenue Share by Company in 2023

Figure 11. Location-Based Services (LBS) and Real Time Location Systems (RTLS) 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 Services (LBS) and Real Time Location Systems (RTLS) Revenue in 2023

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

Figure 14. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Type

Figure 15. Market Size Share of Location-Based Services (LBS) and Real Time Location Systems (RTLS) by Type (2019-2024)

Figure 16. Market Size Market Share of Location-Based Services (LBS) and Real Time Location Systems (RTLS) by Type in 2022

Figure 17. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Growth Rate by Type (2019-2024)

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

Figure 19. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Application

Figure 20. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Application (2019-2024)

Figure 21. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share by Application in 2022

Figure 22. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Region (2019-2024)

Figure 24. North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Country in 2023

Figure 26. U.S. Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Country in 2023

Figure 31. Germany Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Region in 2023

Figure 38. China Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Location-Based Services (LBS) and Real Time Location Systems

(RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (M USD)

Figure 44. South America Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Country in 2023

Figure 45. Brazil Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Size Forecast by Value (2019-2032) & (M USD)

Figure 56. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share Forecast by Type (2025-2032)

Figure 57. Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market Share Forecast by Application (2025-2032)

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