

# Global Location Intelligence Software Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Location Intelligence Software market size will reach 1,257.64 Million USD in 2025 and is projected to reach 2,230.51 Million USD by 2032, with a CAGR of 8.53% (2025-2032). Notably, the China Location Intelligence Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Location intelligence software refers to a suite of tools and technologies designed to analyze and visualize geospatial data to extract meaningful insights and make informed decisions. This software integrates geographical information systems (GIS) with advanced analytics, data visualization, and mapping capabilities to help businesses and organizations understand spatial relationships, patterns, and trends. It enables users to overlay and analyze various data layers, such as demographics, customer behavior, market trends, and infrastructure, on digital maps to identify opportunities, optimize resources, and mitigate risks. Location intelligence software finds applications across multiple industries, including retail, real estate, logistics, urban planning, and public safety, empowering users to leverage geographic context for strategic planning, resource allocation, and operational efficiency.

The major global suppliers of Location Intelligence Software include CARTO, Alteryx, AVUXI, Board, Caliper, Esri, Gadberry Group, Galigeo, Geopointe, Maptive, Pitney Bowes, Precisely, Qlik, SAS, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Location Intelligence Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Location Intelligence Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Location Intelligence Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Location Intelligence Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Location Intelligence Software Include:

CARTO

Alteryx

AVUXI

Board

Caliper

Esri

Gadberry Group

Galigeo

Geopointe

Maptive

Pitney Bowes

Precisely

Qlik

SAS

Location Intelligence Software Product Segment Include:

Cloud Based

Web Based

Location Intelligence Software Product Application Include:

Large Enterprises

SMEs

## Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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