

Global Active Geofencing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Active Geofencing market size was valued at USD 770.7 million in 2023 and is forecast to a readjusted size of USD 2985 million by 2030 with a CAGR of 21.3% during review period.

Geofencing is a technology that defines a virtual boundary around a real-world geographical area. In doing so, a radius of interest is established that can trigger an action in a geo-enabled phone or other portable electronic device.

The use of smartphones has enabled small- and medium-scale businesses to reach out to customers visiting their premises. Access to applications, like Google Earth, has allowed people to know about the nearby places. A small business uses geofencing to let the customers in the locality know about its new products and offers and retain them, if they visit the locality. The demand in this segment is increasing, particularly in developed and emerging countries, mainly in urban areas.

The Global Info Research report includes an overview of the development of the Active Geofencing industry chain, the market status of BFSI (Fixed, Mobile), Retail (Fixed, Mobile), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Active Geofencing.

Regionally, the report analyzes the Active Geofencing markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Active Geofencing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Active Geofencing market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Active Geofencing industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Fixed, Mobile).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Active Geofencing market.

Regional Analysis: The report involves examining the Active Geofencing market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Active Geofencing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Active Geofencing:

Company Analysis: Report covers individual Active Geofencing players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Active Geofencing This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Retail).

Technology Analysis: Report covers specific technologies relevant to Active

Geofencing. It assesses the current state, advancements, and potential future developments in Active Geofencing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Active Geofencing market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Active Geofencing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Fixed

Mobile

Market segment by Application

BFSI

Retail

Transportation and Logistics

Healthcare

Defense and Military

Industrial Manufacturing

Others

Market segment by players, this report covers

Google

IBM

Microsoft

Samsung

Bluedot Innovation

Gimbal

Verve

Radar Labs

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Active Geofencing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Active Geofencing, with revenue, gross margin and global market share of Active Geofencing from 2019 to 2024.

Chapter 3, the Active Geofencing competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Active Geofencing market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Active Geofencing.

Chapter 13, to describe Active Geofencing research findings and conclusion.

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