

# Global LBS Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Location-based services (LBS) use real-time geo-data from a mobile device or smartphone to provide information, entertainment or security. Some services allow consumers to "check in" at restaurants, coffee shops, stores, concerts, and other places or events. Often, businesses offer a reward — prizes, coupons or discounts — to people who check in. Google Maps, Foursquare, GetGlue, Yelp and Facebook Places are among the more popular services.

Scope of the Report:

This report studies the LBS market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the LBS market by product type and applications/end industries.

Location-based services use a smartphone's GPS technology to track a person's location, if that person has opted-in to allow the service to do that. After a smartphone user opts-in, the service can identify his or her location down to a street address without the need for manual data entry.

The global LBS market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which

cannot be ignored. Any changes from United States might affect the development trend of LBS.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Alibaba Group

Apple

Foursquare

Google

HERE

Aisle411

Baidu

Dianping

Etisalat

Facebook

Intel

MazeMap

Micello

MTN Group

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

RTLS

GPS/AGPS

RFID

UWB

Wi-Fi

Market Segment by Applications, can be divided into

Location-based navigation

Location-based search and advertising

Location-based infotainment

Location-based tracking

Analytics

Location-based games and augmented reality

Others

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