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Global LBS 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 LBS market size was valued at USD 23400 million in 2023 and is forecast to a readjusted size of USD 87650 million by 2030 with a CAGR of 20.8% during review period.

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.

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 Info Research report includes an overview of the development of the LBS industry chain, the market status of Transportation & Logistics (GPS, Assisted GPS (A-GPS)), Manufacturing (GPS, Assisted GPS (A-GPS)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of LBS.

Regionally, the report analyzes the LBS 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 LBS market, with robust domestic demand, supportive policies, and a strong manufacturing base.

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Key Features:

The report presents comprehensive understanding of the LBS 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 LBS 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 Technology (e.g., GPS, Assisted GPS (A-GPS)).

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 LBS market.

Regional Analysis: The report involves examining the LBS 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 LBS market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to LBS:

Company Analysis: Report covers individual LBS 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 LBS This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Transportation & Logistics, Manufacturing).

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Technology Analysis: Report covers specific technologies relevant to LBS. It assesses the current state, advancements, and potential future developments in LBS areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the LBS 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

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

Market segment by Technology

GPS

Assisted GPS (A-GPS)

Enhanced GPS (E-GPS)

Wi-Fi

Others

Market segment by Application

Transportation & Logistics

Manufacturing

Government & Public Utilities

Retail

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Healthcare & Life Sciences

IT & Telecom

BFSI

Others

Market segment by players, this report covers

Alibaba Group

Apple

Foursquare

Google

HERE

Aisle411

Baidu

Dianping

Etisalat

Facebook

Intel

MazeMap

Micello

MTN Group

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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 LBS product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the LBS 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 Technology and application, with consumption value and growth rate by Technology, 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 LBS market forecast, by regions, technology 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 LBS.

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Chapter 13, to describe LBS research findings and conclusion.

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