

Global Location Analytics Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Location Analytics market size is expected to reach \$ 58120 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Location analytics is the process or the ability to gain insight from the location or geographic component of business data.

Global Location Analytics key players include SAP SE, IBM Corporation, Oracle Corporation, Microsoft Corporation, etc. Global top four manufacturers hold a share over 45%.

North America is the largest market, with a share about 45%, followed by Europe, and Asia-Pacific (Ex. Japan), both have a share over 45 percent.

In terms of product, Software is the largest segment, with a share over 75%. And in terms of application, the largest application is Retail and Consumer Goods, followed by Transportation and Logistics, Telecommunications and IT, BFSI, etc.

This report studies the global Location Analytics demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Location Analytics, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Location Analytics that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Location Analytics total market, 2021-2032, (USD Million)

Global Location Analytics total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Location Analytics total market, key domestic companies, and share, (USD Million)

Global Location Analytics revenue by player, revenue and market share 2021-2026, (USD Million)

Global Location Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global Location Analytics total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Location Analytics market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include SAP SE, IBM Corporation, Oracle Corporation, Microsoft Corporation, Google Inc., Tableau software, SAS Institute, TIBCO Software Inc., Information Builders, Pitney Bowes, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Location Analytics market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Location Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Location Analytics Market, Segmentation by Type:

Software

Service

Global Location Analytics Market, Segmentation by Application:

BFSI

Healthcare and Life Sciences

Government and Utilities

Retail and Consumer Goods

Telecommunications and IT

Transportation and Logistics

Others

Companies Profiled:

SAP SE

IBM Corporation

Oracle Corporation

Microsoft Corporation

Google Inc.

Tableau software

SAS Institute

TIBCO Software Inc.

Information Builders

Pitney Bowes

MicroStrategy

Key Questions Answered

1. How big is the global Location Analytics market?
2. What is the demand of the global Location Analytics market?
3. What is the year over year growth of the global Location Analytics market?
4. What is the total value of the global Location Analytics market?
5. Who are the Major Players in the global Location Analytics market?
6. What are the growth factors driving the market demand?

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