

Global Location Based Advertising (LBA) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/GB04E1E55B4GEN.html>

Date: August 2018

Pages: 123

Price: US\$ 3,480.00 (Single User License)

ID: GB04E1E55B4GEN

Abstracts

Location-based advertising (LBA) is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint consumers location and provide location-specific advertisements on their mobile devices.

SCOPE OF THE REPORT:

This report studies the Location Based Advertising (LBA) 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 Location Based Advertising (LBA) market by product type and applications/end industries. The global Location Based Advertising (LBA) 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 Location Based Advertising (LBA).

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

Foursquare

Xad

Groupon

Scanbuy

Shopkick

Yoose

Verve

Thumbvista

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

Assisted GPS (A-GPS)

GPS

Enhanced GPS (E-GPS)

Enhanced Observed Time Difference (E-OTD)

Observed Time Difference (OTD)

Cell ID

Wi-Fi

Others

Market Segment by Applications, can be divided into

Retail Outlets

Public Places

Airports

Hospitals

Others

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