

Global Location-based Advertising Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Location-based Advertising market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

The widespread adoption of smartphones and other mobile devices has been a significant driver for location-based advertising. As more people carry these devices with them wherever they go, it enables advertisers to target users based on their precise location and deliver relevant ads.

Advancements in location tracking technologies such as GPS (Global Positioning System), Wi-Fi, beacons, and NFC (Near Field Communication) have made it easier for advertisers to identify the real-time location of users. These technologies provide accurate and up-to-date location data, enabling targeted and personalized advertising campaigns.

Location-based advertising allows for highly targeted and personalized marketing messages. By leveraging location data, advertisers can deliver ads that are relevant to the user's immediate surroundings, preferences, and interests. This level of personalization enhances user engagement and increases the effectiveness of advertising campaigns.

Location-based advertising refers to the practice of delivering targeted advertisements to individuals based on their geographic location. It leverages technologies such as

GPS, Wi-Fi, and cellular networks to determine the location of mobile devices or other connected devices. By knowing a user's location, advertisers can deliver relevant and timely ads that are tailored to their specific context.

This report is a detailed and comprehensive analysis for global Location-based Advertising market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Location-based Advertising market size and forecasts, in consumption value (\$ Million), 2018-2029

Global Location-based Advertising market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Location-based Advertising market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Location-based Advertising market shares of main players, in revenue (\$ Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Location-based Advertising

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Location-based Advertising market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Cirius Technologies, Foursquare, PlacelQ, GroundTruth and Quotient, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

Location-based Advertising market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Geo-Fencing

Geo Conquesting

Beacons

Geo-Targeting

Other

Market segment by Application

Retail

Hospitality

Healthcare

BFSI

Education

Transportation and Logistics

Automotive

Others

Market segment by players, this report covers

Cirius Technologies

Foursquare

PlacelQ

GroundTruth

Quotient

Groupon

Placecast

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Sekel Tech

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 Location-based Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Location-based Advertising, with revenue, gross margin and global market share of Location-based Advertising from 2018 to 2023.

Chapter 3, the Location-based Advertising 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 2018 to 2029.

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 2018 to 2023. and Location-based Advertising market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of Location-based Advertising.

Chapter 13, to describe Location-based Advertising research findings and conclusion.

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