

Global Location-based Advertising Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Location-based Advertising market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

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 studies the global Location-based Advertising demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Location-based Advertising, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Location-based Advertising that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Location-based Advertising total market, 2018-2029, (USD Million)

Global Location-based Advertising total market by region & country, CAGR, 2018-2029, (USD Million)

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

Global Location-based Advertising revenue by player and market share 2018-2023, (USD Million)

Global Location-based Advertising total market by Type, CAGR, 2018-2029, (USD Million)

Global Location-based Advertising total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Location-based Advertising 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 Cirius Technologies, Foursquare, PlacelQ, GroundTruth, Quotient, Groupon, Placecast, Scanbuy and Shopkick, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Location-based Advertising 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Location-based Advertising Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Location-based Advertising Market, Segmentation by Type

Geo-Fencing

Geo Conquesting

Beacons

Geo-Targeting

Other

Global Location-based Advertising Market, Segmentation by Application

Retail

Hospitality

Healthcare

BFSI

Education

Transportation and Logistics

Automotive

Others

Companies Profiled:

Cirius Technologies

Foursquare

PlacelQ

GroundTruth

Quotient

Groupon

Placecast

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Sekel Tech

Key Questions Answered

1. How big is the global Location-based Advertising market?
2. What is the demand of the global Location-based Advertising market?
3. What is the year over year growth of the global Location-based Advertising market?
4. What is the total value of the global Location-based Advertising market?
5. Who are the major players in the global Location-based Advertising market?
6. What are the growth factors driving the market demand?

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