

Global Location Based Marketing 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 Location Based Marketing market size was valued at USD 48060 million in 2023 and is forecast to a readjusted size of USD 139960 million by 2030 with a CAGR of 16.5% during review period.

Location-based marketing (LMS) is a direct marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. Typically, location-based alerts are delivered to smartphones through SMS text messages. An alert may include information about a local business' deal of the day or include a purchasing incentive, such as a discount coupon code.

The Global Info Research report includes an overview of the development of the Location Based Marketing industry chain, the market status of Retail (Banner Display/Pop ups, Video), Hospitality (Banner Display/Pop ups, Video), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Location Based Marketing.

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

Key Features:

The report presents comprehensive understanding of the Location Based Marketing 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 Location Based Marketing 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 Type (e.g., Banner Display/Pop ups, Video).

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 Location Based Marketing market.

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

The report also involves a more granular approach to Location Based Marketing:

Company Analysis: Report covers individual Location Based Marketing 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 Location Based Marketing This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail, Hospitality).

Technology Analysis: Report covers specific technologies relevant to Location Based

Marketing. It assesses the current state, advancements, and potential future developments in Location Based Marketing areas.

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

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

Market segment by Type

Banner Display/Pop ups

Video

Search Result

E-mail and Message

Social Media Content

Voice Calling

Market segment by Application

Retail

Hospitality

Healthcare

BFSI

Education

Technology and Media

Transportation and Logistics

Automotive

Others

Market segment by players, this report covers

Google

Groupon

Groundtruth

Placecast

PlacelQ

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Foursquare

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

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

Chapter 3, the Location Based Marketing 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 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 Location Based Marketing market forecast, by regions, type 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 Location Based Marketing.

Chapter 13, to describe Location Based Marketing research findings and conclusion.

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