

Global Location-based Search and Advertising 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 Search and Advertising market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Location-based search and advertising involves integrating advertisements with location-based solutions.

The rapid deployment of beacons is one major factor, which is anticipated to drive market growth during the forecast period.

The Global Info Research report includes an overview of the development of the Location-based Search and Advertising industry chain, the market status of Retail Outlets (Assisted GPS (A-GPS), GPS), Public Places (Assisted GPS (A-GPS), GPS), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Location-based Search and Advertising.

Regionally, the report analyzes the Location-based Search and Advertising 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 Search and Advertising market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Location-based Search and Advertising 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 Search and Advertising 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., Assisted GPS (A-GPS), GPS).

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 Search and Advertising market.

Regional Analysis: The report involves examining the Location-based Search and Advertising 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 Search and Advertising 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 Search and Advertising:

Company Analysis: Report covers individual Location-based Search and Advertising 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 Search and Advertising This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail Outlets, Public Places).

Technology Analysis: Report covers specific technologies relevant to Location-based Search and Advertising. It assesses the current state, advancements, and potential future developments in Location-based Search and Advertising areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Location-based Search and Advertising 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 Search and Advertising 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

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 Application

Retail Outlets

Public Places

Airports

Hospitals

Others

Market segment by players, 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, 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 Search and Advertising product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Location-based Search and Advertising, with revenue, gross margin and global market share of Location-based Search and Advertising from 2019 to 2024.

Chapter 3, the Location-based Search and 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 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 Search and Advertising 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 Search and Advertising.

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

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