

# Global Mobile Locations Based Services Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Mobile Locations Based Services market size is expected to reach \$ 41683 million by 2032, rising at a market growth of 12.0% CAGR during the forecast period (2026-2032).

Mobile Location-Based Services refer to platform-based location capabilities delivered to mobile devices, mobile applications, connected terminals, enterprise mobility systems, emergency communication networks and commercial digital workflows through APIs, SDKs, cloud services, SaaS subscriptions, data feeds or carrier-enabled interfaces. These services typically combine GNSS, assisted GNSS, cellular positioning, Wi-Fi positioning, Bluetooth, sensor fusion, indoor mapping, magnetic positioning, POI databases, geocoding, reverse geocoding, routing, map matching, geofencing, high-precision correction services and location intelligence algorithms. They enable customers to obtain device location, resolve addresses, search places, calculate routes, process movement traces, trigger contextual actions, detect arrivals, support indoor wayfinding, route emergency calls, verify geographic compliance and generate mobility or footfall insights.

From a supply perspective, the industry is structured around four layers: global ecosystem and cloud platforms, specialized location technology platforms, regional mapping platforms and vertical technology specialists. Google, Apple, Microsoft and AWS benefit from developer ecosystems and cloud infrastructure; HERE, TomTom, Mapbox and Esri provide specialized enterprise-grade location platforms; China's supply structure is led by Amap, Baidu Maps, Tencent Location Service and Huawei Location Kit, with NavInfo, Qianxun, Sixents and BDStar strengthening the high-precision and connected-device segments. Japan, South Korea, India and Southeast Asia are shaped by regional players such as ZENRIN, GeoTechnologies, NAVER,

Kakao, Mappls, Ola Maps and GrabMaps. Since map data, POI quality, addressing systems, road networks, local language support and compliance requirements are strongly regional, the market is unlikely to become a single-platform global monopoly. Regional suppliers will continue to play a meaningful role in local mobile and enterprise ecosystems.

From a product and technology perspective, the market is shifting from basic map display and device location toward contextual location services, indoor-outdoor positioning, privacy-compliant location intelligence and high-precision positioning. Maps, geocoding, places and routing APIs remain the largest revenue pool, but geofencing, customer-arrival detection, footfall measurement and indoor wayfinding are growing in retail, QSR, healthcare, airports, campuses and large venues. Emergency location services are supported by public-safety requirements and the need for more accurate wireless E911/NG911 location routing, while high-precision positioning is being driven by connected vehicles, industrial IoT, drones, smart agriculture and BeiDou/GNSS-based correction services. At the same time, tighter mobile operating system permissions, weaker advertising identifiers and stricter enforcement around precise location data will pressure low-quality location data brokerage models and push the market toward consent-based, aggregated, anonymized and purpose-limited data products.

Looking ahead, competition will be less about simple price discounting and more about data quality, geographic depth, API latency, compliance, indoor-outdoor integration, vertical workflow fit and ecosystem lock-in. Large platforms will retain scale advantages through cloud infrastructure, developer tools and global map coverage. Specialized vendors will defend their position through enterprise relationships, POI accuracy, indoor positioning algorithms, geofencing precision, emergency routing expertise and high-precision location capabilities. In China, India and Southeast Asia, local data coverage, regulatory alignment, local-language capability and ecosystem access will continue to support domestic and regional platforms. The industry therefore remains a mature but structurally growing service market, with attractive long-term demand but clear substitution risk for non-compliant mobile trace data and location advertising models that lack transparent user authorization.

This report studies the global Mobile Locations Based Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Mobile Locations Based Services, and provides market size (US\$ million) and Year-over-Year

(YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Mobile Locations Based Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Mobile Locations Based Services total market, 2021-2032, (USD Million)

Global Mobile Locations Based Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Mobile Locations Based Services total market, key domestic companies, and share, (USD Million)

Global Mobile Locations Based Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Mobile Locations Based Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Mobile Locations Based Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Mobile Locations Based Services 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 Alphabet Inc., HERE Technologies, Alibaba, Baidu Maps, TomTom N.V., Tencent Location Service, Esri, Apple Inc., Mapbox, Inc., GroundTruth, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Mobile Locations Based Services 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 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Mobile Locations Based Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Mobile Locations Based Services Market, Segmentation by Type:

Positioning and Geolocation

Mapping and Visualization

Geocoding and Place Search

Others

#### Global Mobile Locations Based Services Market, Segmentation By Technology Route:

GNSS

Cell-ID Positioning

BLE Positioning

Others

## Global Mobile Locations Based Services Market, Segmentation By Delivery Model:

Public Cloud API

Mobile SDK

Others

## Global Mobile Locations Based Services Market, Segmentation by Application:

Mobile Application Support

Logistics and Fleet Management

Retail and Dining Customer Arrival

Others

## Companies Profiled:

Alphabet Inc.

HERE Technologies

Alibaba

Baidu Maps

TomTom N.V.

Tencent Location Service

Esri

Apple Inc.

Mapbox, Inc.

GroundTruth

Huawei Technologies

InMarket Media

ZENRIN

Foursquare Labs

Precisely

Comtech

Microsoft Azure Maps

RapidSOS

NavInfo

MapmyIndia Mappls

NAVER Maps API

Kakao Maps API

Qianxun

Radar Labs

GrabMaps

GeoTechnologies

BDStar

Sygic

Digital Element

Bluedot

Pointr

Sixents

Mappedin

LocationSmart

Ola Maps

#### Key Questions Answered

1. How big is the global Mobile Locations Based Services market?
2. What is the demand of the global Mobile Locations Based Services market?
3. What is the year over year growth of the global Mobile Locations Based Services market?
4. What is the total value of the global Mobile Locations Based Services market?
5. Who are the Major Players in the global Mobile Locations Based Services market?
6. What are the growth factors driving the market demand?

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