

Global Tracking and Location Service Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Tracking and Location Service Software market size is expected to reach \$ 2943 million by 2032, rising at a market growth of 5.0% CAGR during the forecast period (2026-2032).

Tracking and location service software refers to software that uses technologies such as GPS, Wi-Fi, and Bluetooth to acquire and display the real-time location of target objects, providing functions such as location monitoring and historical trajectory query. This type of software is widely used in logistics management, vehicle tracking, personal safety, and asset management, effectively improving operational efficiency and security. Tracking and location services typically operate through mobile applications, web platforms, or embedded hardware devices, supporting various functions such as real-time location updates, alarm notifications, and route planning. With the development of IoT technology and the increasing demand for safety and efficiency, tracking and location software is gradually becoming an important tool in the lives of businesses and individuals.

With the popularization of IoT technology, smart devices, and 5G networks, the market demand for tracking and location service software continues to grow. The rising needs of businesses and individuals for asset management, vehicle monitoring, cargo tracking, and personal safety are driving the expansion of this market. Furthermore, with the development of smart cities and smart logistics, tracking and location service software will become a key component for optimizing traffic management, supply chain efficiency, and public safety. In the future, the application of technologies such as artificial intelligence, big data analytics, and edge computing will make tracking and location service software more intelligent and efficient, and the market size is expected to continue its rapid growth.

This report studies the global Tracking and Location Service Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Tracking and Location Service Software, 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 Tracking and Location Service Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Tracking and Location Service Software total market, 2021-2032, (USD Million)

Global Tracking and Location Service Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Tracking and Location Service Software total market, key domestic companies, and share, (USD Million)

Global Tracking and Location Service Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Tracking and Location Service Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Tracking and Location Service Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Tracking and Location Service Software 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 FollowMee, ISharing, Glympse, Life360, FamiSafe, Family Locator, Traccar Ltd, GPS-Trace, Sewio Networks, Rhino Fleet Tracking, 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 Tracking and Location Service Software 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 Tracking and Location Service Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Tracking and Location Service Software Market, Segmentation by Type:

On-premise

Cloud-based

Global Tracking and Location Service Software Market, Segmentation by Technology Types:

GPS-based Positioning

Wi-Fi-based Positioning

Bluetooth-based Positioning

Cellular Network-based Positioning

Global Tracking and Location Service Software Market, Segmentation by Data Analysis Support:

Real-time Location Tracking

Historical Track Query

Prediction and Analysis

Global Tracking and Location Service Software Market, Segmentation by Application:

Travel and Adventure

Rescue Search

Vehicle Tracking

Others

Companies Profiled:

FollowMee

ISharing

Glympse

Life360

FamiSafe

Family Locator

Traccar Ltd

GPS-Trace

Sewio Networks

Rhino Fleet Tracking

Spireon

Razor Tracking

Aruba Networks

CenTrak

Key Questions Answered

1. How big is the global Tracking and Location Service Software market?
2. What is the demand of the global Tracking and Location Service Software market?
3. What is the year over year growth of the global Tracking and Location Service Software market?
4. What is the total value of the global Tracking and Location Service Software market?
5. Who are the Major Players in the global Tracking and Location Service Software market?
6. What are the growth factors driving the market demand?

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