

# Global Tracking and Location Service Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G813786A1611EN.html>

Date: April 2026

Pages: 101

Price: US\$ 3,480.00 (Single User License)

ID: G813786A1611EN

## Abstracts

According to our (Global Info Research) latest study, the global Tracking and Location Service Software market size was valued at US\$ 2095 million in 2025 and is forecast to a readjusted size of US\$ 2943 million by 2032 with a CAGR of 5.0% during review period.

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 is a detailed and comprehensive analysis for global Tracking and Location Service Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Tracking and Location Service Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Tracking and Location Service Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Tracking and Location Service Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Tracking and Location Service Software market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Tracking and Location Service Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

### Market segmentation

Tracking and Location Service Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

- On-premise

- Cloud-based

### Market segment by Technology Types

- GPS-based Positioning

- Wi-Fi-based Positioning

- Bluetooth-based Positioning

- Cellular Network-based Positioning

### Market segment by Data Analysis Support

- Real-time Location Tracking

- Historical Track Query

- Prediction and Analysis

## Market segment by Application

Travel and Adventure

Rescue Search

Vehicle Tracking

Others

## Market segment by players, this report covers

FollowMee

ISharing

Glympse

Life360

FamiSafe

Family Locator

Traccar Ltd

GPS-Trace

Sewio Networks

Rhino Fleet Tracking

Spireon

Razor Tracking

Aruba Networks

CenTrak

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Tracking and Location Service Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Tracking and Location Service Software, with revenue, gross margin, and global market share of Tracking and Location Service Software from 2021 to 2026.

Chapter 3, the Tracking and Location Service Software 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Tracking and Location Service Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Tracking and Location Service Software.

Chapter 13, to describe Tracking and Location Service Software research findings and conclusion.

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