

Location-Based Services Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/LD348AFB3DB7EN.html>

Date: December 2024

Pages: 180

Price: US\$ 4,850.00 (Single User License)

ID: LD348AFB3DB7EN

Abstracts

The Global Location-Based Services Market was valued at USD 51.3 billion in 2024 and is projected to expand at a CAGR of 21.6% from 2025 to 2034. This robust growth is fueled by the rising adoption of smartphones and the increasing availability of mobile internet, especially in developing regions. As billions of devices worldwide are equipped with GPS and advanced location-tracking technologies, users are demanding location-specific functionalities in apps ranging from navigation and e-commerce to ride-hailing and social networking.

Advancements in connectivity, including 4G, 5G, and Wi-Fi networks, have significantly improved the precision and availability of LBS, even in challenging environments like indoor or remote areas. Businesses across industries capitalize on these capabilities to enhance customer engagement through personalized experiences and targeted marketing. Transportation, healthcare, and logistics integrate LBS to optimize real-time tracking and operational efficiency. This widespread incorporation of LBS into daily activities is a major factor driving market expansion.

Location-based advertising (LBA) is another critical factor boosting the LBS market. Businesses are leveraging real-time location data to deliver personalized, context-driven advertisements, particularly in sectors like retail, dining, and entertainment. The integration of analytics and artificial intelligence (AI) has further improved the effectiveness of location-based campaigns, ensuring precise targeting and enhancing customer interaction.

The market is segmented by component into hardware, software, and services. In 2024, hardware accounted for over 40% of the market and is expected to surpass USD 120

billion by 2034. Hardware remains dominant due to its critical role in enabling advanced functionalities and ensuring long-term reliability. Key components like sensors, processors, and networking equipment are vital across industries such as automotive, consumer electronics, and healthcare. The growing emphasis on smart technologies and automation further bolsters the demand for durable and scalable hardware solutions.

By technology, GPS/GNSS held over 47% of the market share in 2024, driven by its ability to deliver precise, real-time location data. This technology supports critical applications such as navigation, fleet management, and autonomous vehicles. Its essential role in smart infrastructure and growing demand for geofencing, mapping, and personal navigation solutions underline its prominence.

In Asia Pacific, China led the LBS market with over 60% share in 2024, supported by extensive smartphone usage, strong digital infrastructure, and advancements in 5G. The country's rapid urbanization and smart city initiatives further accelerate market growth.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
 - 1.1.1 Research approach
 - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
 - 1.2.1 Base year calculation
 - 1.2.2 Key trends for market estimates
- 1.3 Forecast model
- 1.4 Primary research & validation
 - 1.4.1 Primary sources
 - 1.4.2 Data mining sources
- 1.5 Market definitions

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Supplier landscape
 - 3.2.1 Location-based services hardware manufacturers
 - 3.2.2 Software providers
 - 3.2.3 Distributors
 - 3.2.4 End users
- 3.3 Profit margin analysis
- 3.4 Pricing analysis
- 3.5 Patent Landscape
- 3.6 Cost Breakdown of location-based services
- 3.7 Technology & innovation landscape
- 3.8 Key news & initiatives
- 3.9 Regulatory landscape
- 3.10 Impact forces
 - 3.10.1 Growth drivers
 - 3.10.1.1 Increasing penetration of smartphones and mobile internet
 - 3.10.1.2 Growing demand for location based advertising (LBA)

- 3.10.1.3 Advancements in GPS, GNSS, and indoor positioning technologies
- 3.10.1.4 Rising adoption of LBS in transportation, logistics, and public safety
- 3.10.2 Industry pitfalls & challenges
 - 3.10.2.1 Privacy concerns and data security risks associated with location tracking
 - 3.10.2.2 High infrastructure costs for deploying advanced positioning systems
- 3.11 Growth potential analysis
- 3.12 Porter's analysis
- 3.13 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY COMPONENT, 2021 - 2034 (\$BN)

- 5.1 Key trends
- 5.2 Hardware
 - 5.2.1 GPS devices
 - 5.2.2 RFID tags
 - 5.2.3 Sensors & beacons
 - 5.2.4 Smartphones/tablets
- 5.3 Software
 - 5.3.1 Location analytics
 - 5.3.2 Geocoding & reverse geocoding
 - 5.3.3 Data integration & visualization
 - 5.3.4 Reporting & dashboards
- 5.4 Services
 - 5.4.1 Consulting
 - 5.4.2 Managed services
 - 5.4.3 System integration

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY TECHNOLOGY, 2021 - 2034 (\$BN)

- 6.1 Key trends

- 6.2 Forged connecting rods
- 6.3 Cast connecting rods
- 6.4 Powder-Metal connecting rods

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2032 (\$BN)

- 7.1 Key trends
- 7.2 Location-Based Advertising (LBA)
- 7.3 Navigation & mapping
- 7.4 Social networking & entertainment
- 7.5 Proximity marketing
- 7.6 Asset tracking & management
- 7.7 Emergency response & disaster management
- 7.8 Business intelligence & analytics
- 7.9 Indoor positioning

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 (\$BN)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 UK
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 Spain
 - 8.3.5 Italy
 - 8.3.6 Russia
 - 8.3.7 Nordics
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 India
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 ANZ
 - 8.4.6 Southeast Asia
- 8.5 Latin America

- 8.5.1 Brazil
- 8.5.2 Mexico
- 8.5.3 Argentina
- 8.6 MEA
 - 8.6.1 UAE
 - 8.6.2 South Africa
 - 8.6.3 Saudi Arabia

CHAPTER 9 COMPANY PROFILES

- 9.1 Alibaba
- 9.2 Amazon Web Services (AWS)
- 9.3 Apple
- 9.4 Baidu
- 9.5 Cisco Systems
- 9.6 Esri (Environmental Systems Research Institute)
- 9.7 Foursquare Labs
- 9.8 Garmin
- 9.9 Google
- 9.10 HERE Technologies
- 9.11 Magellan GPS
- 9.12 Mapbox
- 9.13 Microsoft
- 9.14 Qualcomm
- 9.15 Samsung Electronics
- 9.16 Telenav
- 9.17 TomTom
- 9.18 Uber Technologies
- 9.19 Vodafone
- 9.20 ZTE

I would like to order

Product name: Location-Based Services Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/LD348AFB3DB7EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LD348AFB3DB7EN.html>