

Global Location Based Services (LBS) Market 2020-2026 by Component, Location (Indoor, Outdoor), Technology, Application, Industry Vertical, and Region: Trend Forecast and Growth Opportunity

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Abstracts

Global location based services market will reach \$165.69 billion by 2026, growing by 29.1% annually over 2020-2026 owing to technological advancement of mobile and connected devices, cost & waste reduction, and rising demand for digital platforms amid the COVID-19 pandemic.

Highlighted with 85 tables and 98 figures, this 189-page report “Global Location Based Services (LBS) Market 2020-2026 by Component, Location (Indoor, Outdoor), Technology, Application, Industry Vertical, and Region: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire global location based services market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2016-2019 and provides forecast from 2020 till 2026 with 2019 as the base year.

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of global market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify global location based services market in every aspect of the classification from perspectives of Component, Location, Technology, Application, Industry Vertical, and Region.

Based on Component, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Hardware

Software

Services

Deployment and Integration

Application Support and Maintenance

Consulting and Training

Based on Location, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Indoor LBS

Outdoor LBS

Based on Technology, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

GPS

Assisted GPS (A-GPS)

Enhanced GPS (E-GPS)

Enhanced Observed Time Difference (EOTD)

Observed Time Difference (OTD)

Wi-Fi

Bluetooth Low Energy (BLE)

Cell ID

Other Technologies

Based on Application, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Mapping and Navigation

Business Intelligence & Analytics

Social Networking & Entertainment

Location-based Advertising

Proximity Marketing

Fleet Management

Local Search & Information

Asset Tracking

Other Applications

Based on Industry Vertical, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2026 included in each section.

Transportation & Logistics

Government & Public Utilities

IT & Telecom

BFSI

Manufacturing

Retail

Healthcare & Life Sciences

Media & Entertainment

Hospitality

Other Verticals

Geographically, the following regions together with the listed national/local markets are fully investigated:

APAC (Japan, China, South Korea, Australia, India, and Rest of APAC; Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)

Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)

North America (U.S., Canada, and Mexico)

South America (Brazil, Chile, Argentina, Rest of South America)

MEA (Saudi Arabia, UAE, South Africa)

For each aforementioned region and country, detailed analysis and data for annual revenue (\$ mn) are available for 2019-2026. The breakdown of all regional markets by country and split of key national markets by Location, Technology, and Industry Vertical over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in global location based services market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

Alcatel-Lucent SA
ALE International
Apple, Inc.
AT&T Inc.
Bharti Airtel, LTD.
Cisco Systems Inc.
Creativity Software Ltd
DigitalGlobe Inc.
Ericsson Inc.
GL Communications Inc.
Google LLC
HERE Global BV
IndoorAtlas Ltd
Intel Corporation
International Business Machines Corporation
Microsoft Corporation

Oracle Corporation
Qualcomm Technologies Inc.
Teldio Corporation

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF GLOBAL MARKET BY COMPONENT

- 3.1 Market Overview by Component
- 3.2 Hardware
- 3.3 Software
- 3.4 Services
 - 3.4.1 Deployment and Integration
 - 3.4.2 Application Support and Maintenance
 - 3.4.3 Consulting and Training

4 SEGMENTATION OF GLOBAL MARKET BY LOCATION

- 4.1 Market Overview by Location
- 4.2 Indoor LBS
- 4.3 Outdoor LBS

5 SEGMENTATION OF GLOBAL MARKET BY TECHNOLOGY

- 5.1 Market Overview by Technology
- 5.2 GPS
- 5.3 Assisted GPS (A-GPS)
- 5.4 Enhanced GPS (E-GPS)
- 5.5 Enhanced Observed Time Difference (EOTD)
- 5.6 Observed Time Difference (OTD)
- 5.7 Wi-Fi
- 5.8 Bluetooth Low Energy (BLE)
- 5.9 Cell ID
- 5.10 Other Technologies

6 SEGMENTATION OF GLOBAL MARKET BY APPLICATION

- 6.1 Market Overview by Application
- 6.2 Mapping and Navigation
- 6.3 Business Intelligence & Analytics
- 6.4 Social Networking & Entertainment
- 6.5 Location-based Advertising
- 6.6 Proximity Marketing
- 6.7 Fleet Management
- 6.8 Local Search & Information
- 6.9 Asset Tracking
- 6.10 Other Applications

7 SEGMENTATION OF GLOBAL MARKET BY INDUSTRY VERTICAL

- 7.1 Market Overview by Industry Vertical
- 7.2 Transportation & Logistics
- 7.3 Government & Public Utilities
- 7.4 IT & Telecom
- 7.5 BFSI
- 7.6 Manufacturing
- 7.7 Retail

- 7.8 Healthcare & Life Sciences
- 7.9 Media & Entertainment
- 7.10 Hospitality
- 7.11 Other Verticals

8 SEGMENTATION OF GLOBAL MARKET BY REGION

- 8.1 Geographic Market Overview 2019-2026
- 8.2 North America Market 2019-2026 by Country
 - 8.2.1 Overview of North America Market
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 European Market 2019-2026 by Country
 - 8.3.1 Overview of European Market
 - 8.3.2 UK
 - 8.3.3 France
 - 8.3.4 Germany
 - 8.3.5 Spain
 - 8.3.6 Italy
 - 8.3.7 Russia
 - 8.3.8 Rest of European Market
- 8.4 Asia-Pacific Market 2019-2026 by Country
 - 8.4.1 Overview of Asia-Pacific Market
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 India
 - 8.4.5 Australia
 - 8.4.6 South Korea
 - 8.4.7 Rest of APAC Region
- 8.5 South America Market 2019-2026 by Country
 - 8.5.1 Argentina
 - 8.5.2 Brazil
 - 8.5.3 Chile
 - 8.5.4 Rest of South America Market
- 8.6 MEA Market 2019-2026 by Country
 - 8.6.1 UAE
 - 8.6.2 Saudi Arabia
 - 8.6.3 South Africa

8.6.4 Other National Markets

9 COMPETITIVE LANDSCAPE

9.1 Overview of Key Vendors

9.2 New Product Launch, Partnership, Investment, and M&A

9.3 Company Profiles

Alcatel-Lucent SA

ALE International

Apple, Inc.

AT&T Inc.

Bharti Airtel, LTD.

Cisco Systems Inc.

Creativity Software Ltd

DigitalGlobe Inc.

Ericsson Inc.

GL Communications Inc.

Google LLC

HERE Global BV

IndoorAtlas Ltd

Intel Corporation

International Business Machines Corporation

Microsoft Corporation

Oracle Corporation

Qualcomm Technologies Inc.

Teldio Corporation

10 INVESTING IN GLOBAL MARKET: RISK ASSESSMENT AND MANAGEMENT

10.1 Risk Evaluation of Global Market

10.2 Critical Success Factors (CSFs)

Related Reports and Products

List Of Tables

LIST OF TABLES

Table 1. Snapshot of Global Location Based Services Market, 2019-2026

Table 2. Growth Rate of World Real GDP, 2017-2021

Table 3. Main Product Trends and Market Opportunities in Global Location Based Services Market

Table 4. Global Location Based Services Market by Component, 2016-2026, \$ mn

Table 5. Global Location Based Services Market: Services by Type, 2016-2026, \$ mn

Table 6. Global Location Based Services Market by Location, 2016-2026, \$ mn

Table 7. Global Location Based Services Market by Technology, 2016-2026, \$ mn

Table 8. Global Location Based Services Market by Application, 2016-2026, \$ mn

Table 9. Global Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 10. Global Location Based Services Market by Region, 2016-2026, \$ mn

Table 11. Leading National Location Based Services Market, 2019 and 2026, \$ mn

Table 12. North America Location Based Services Market by Country, 2016-2026, \$ mn

Table 13. U.S. Location Based Services Market by Location, 2016-2026, \$ mn

Table 14. U.S. Location Based Services Market by Technology, 2016-2026, \$ mn

Table 15. U.S. Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 16. Canada Location Based Services Market by Location, 2016-2026, \$ mn

Table 17. Canada Location Based Services Market by Technology, 2016-2026, \$ mn

Table 18. Canada Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 19. Mexico Location Based Services Market by Location, 2016-2026, \$ mn

Table 20. Mexico Location Based Services Market by Technology, 2016-2026, \$ mn

Table 21. Mexico Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 22. Europe Location Based Services Market by Country, 2016-2026, \$ mn

Table 23. UK Location Based Services Market by Location, 2016-2026, \$ mn

Table 24. UK Location Based Services Market by Technology, 2016-2026, \$ mn

Table 25. UK Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 26. France Location Based Services Market by Location, 2016-2026, \$ mn

Table 27. France Location Based Services Market by Technology, 2016-2026, \$ mn

Table 28. France Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 29. Germany Location Based Services Market by Location, 2016-2026, \$ mn

Table 30. Germany Location Based Services Market by Technology, 2016-2026, \$ mn

Table 31. Germany Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

mn

Table 32. Spain Location Based Services Market by Location, 2016-2026, \$ mn

Table 33. Spain Location Based Services Market by Technology, 2016-2026, \$ mn

Table 34. Spain Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 35. Italy Location Based Services Market by Location, 2016-2026, \$ mn

Table 36. Italy Location Based Services Market by Technology, 2016-2026, \$ mn

Table 37. Italy Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 38. Russia Location Based Services Market by Location, 2016-2026, \$ mn

Table 39. Russia Location Based Services Market by Technology, 2016-2026, \$ mn

Table 40. Russia Location Based Services Market by Industry Vertical, 2016-2026, \$

mn

Table 41. Location Based Services Market in Rest of Europe by Country, 2016-2026, \$

mn

Table 42. APAC Location Based Services Market by Country, 2016-2026, \$ mn

Table 43. China Location Based Services Market by Location, 2016-2026, \$ mn

Table 44. China Location Based Services Market by Technology, 2016-2026, \$ mn

Table 45. China Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 46. Japan Location Based Services Market by Location, 2016-2026, \$ mn

Table 47. Japan Location Based Services Market by Technology, 2016-2026, \$ mn

Table 48. Japan Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 49. India Location Based Services Market by Location, 2016-2026, \$ mn

Table 50. India Location Based Services Market by Technology, 2016-2026, \$ mn

Table 51. India Location Based Services Market by Industry Vertical, 2016-2026, \$ mn

Table 52. Australia Location Based Services Market by Location, 2016-2026, \$ mn

Table 53. Australia Location Based Services Market by Technology, 2016-2026, \$ mn

Table 54. Australia Location Based Services Market by Industry Vertical, 2016-2026, \$

mn

Table 55. South Korea Location Based Services Market by Location, 2016-2026, \$ mn

Table 56. South Korea Location Based Services Market by Technology, 2016-2026, \$

mn

Table 57. South Korea Location Based Services Market by Industry Vertical,
2016-2026, \$ mn

Table 58. Location Based Services Market in Rest of APAC by Country, 2016-2026, \$

mn

Table 59. South America Location Based Services Market by Country, 2016-2026, \$ mn

Table 60. Argentina Location Based Services Market by Location, 2016-2026, \$ mn

Table 61. Argentina Location Based Services Market by Technology, 2016-2026, \$ mn

Table 62. Argentina Location Based Services Market by Industry Vertical, 2016-2026, \$

mn

- Table 63. Brazil Location Based Services Market by Location, 2016-2026, \$ mn
- Table 64. Brazil Location Based Services Market by Technology, 2016-2026, \$ mn
- Table 65. Brazil Location Based Services Market by Industry Vertical, 2016-2026, \$ mn
- Table 66. Chile Location Based Services Market by Location, 2016-2026, \$ mn
- Table 67. Chile Location Based Services Market by Technology, 2016-2026, \$ mn
- Table 68. Chile Location Based Services Market by Industry Vertical, 2016-2026, \$ mn
- Table 69. MEA Location Based Services Market by Country, 2016-2026, \$ mn
- Table 70. UAE Location Based Services Market by Location, 2016-2026, \$ mn
- Table 71. UAE Location Based Services Market by Technology, 2016-2026, \$ mn
- Table 72. UAE Location Based Services Market by Industry Vertical, 2016-2026, \$ mn
- Table 73. Saudi Arabia Location Based Services Market by Location, 2016-2026, \$ mn
- Table 74. Saudi Arabia Location Based Services Market by Technology, 2016-2026, \$ mn
- Table 75. Saudi Arabia Location Based Services Market by Industry Vertical, 2016-2026, \$ mn
- Table 76. South Africa Location Based Services Market by Location, 2016-2026, \$ mn
- Table 77. South Africa Location Based Services Market by Technology, 2016-2026, \$ mn
- Table 78. South Africa Location Based Services Market by Industry Vertical, 2016-2026, \$ mn
- Table 79. Alcatel-Lucent SA: Company Snapshot
- Table 80. Alcatel-Lucent SA: Business Segmentation
- Table 81. Alcatel-Lucent SA: Product Portfolio
- Table 82. Alcatel-Lucent SA: Revenue, 2016-2018, \$ mn
- Table 83. Alcatel-Lucent SA: Recent Developments
- Table 84. Risk Evaluation for Investing in Global Market, 2019-2026
- Table 85. Critical Success Factors and Key Takeaways

List Of Figures

LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Breakdown of Primary Research

Figure 3. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 4. Global Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2026

Figure 5. Global Location Based Services Market, 2019-2026, \$ mn

Figure 6. Impact of COVID-19 on Business

Figure 7. Primary Drivers and Impact Factors of Global Location Based Services Market

Figure 8. Primary Restraints and Impact Factors of Global Location Based Services Market

Figure 9. Investment Opportunity Analysis

Figure 10. Porter's Five Forces Analysis of Global Location Based Services Market

Figure 11. Breakdown of Global Location Based Services Market by Component, 2019-2026, % of Revenue

Figure 12. Contribution to Global 2020-2026 Cumulative Revenue by Component, Value (\$ mn) and Share (%)

Figure 13. Global Location Based Services Market: Hardware, 2016-2026, \$ mn

Figure 14. Global Location Based Services Market: Software, 2016-2026, \$ mn

Figure 15. Global Location Based Services Market: Services, 2016-2026, \$ mn

Figure 16. Global Location Based Services Market: Deployment and Integration, 2016-2026, \$ mn

Figure 17. Global Location Based Services Market: Application Support and Maintenance, 2016-2026, \$ mn

Figure 18. Global Location Based Services Market: Consulting and Training, 2016-2026, \$ mn

Figure 19. Breakdown of Global Location Based Services Market by Location, 2019-2026, % of Revenue

Figure 20. Contribution to Global 2020-2026 Cumulative Revenue by Location, Value (\$ mn) and Share (%)

Figure 21. Global Location Based Services Market: Indoor LBS, 2016-2026, \$ mn

Figure 22. Global Location Based Services Market: Outdoor LBS, 2016-2026, \$ mn

Figure 23. Breakdown of Global Location Based Services Market by Technology, 2019-2026, % of Revenue

Figure 24. Contribution to Global 2020-2026 Cumulative Revenue by Technology, Value (\$ mn) and Share (%)

- Figure 25. Global Location Based Services Market: GPS, 2016-2026, \$ mn
- Figure 26. Global Location Based Services Market: Assisted GPS (A-GPS), 2016-2026, \$ mn
- Figure 27. Global Location Based Services Market: Enhanced GPS (E-GPS), 2016-2026, \$ mn
- Figure 28. Global Location Based Services Market: Enhanced Observed Time Difference (EOTD), 2016-2026, \$ mn
- Figure 29. Global Location Based Services Market: Observed Time Difference (OTD), 2016-2026, \$ mn
- Figure 30. Global Location Based Services Market: Wi-Fi, 2016-2026, \$ mn
- Figure 31. Global Location Based Services Market: Bluetooth Low Energy (BLE), 2016-2026, \$ mn
- Figure 32. Global Location Based Services Market: Cell ID, 2016-2026, \$ mn
- Figure 33. Global Location Based Services Market: Other Technologies, 2016-2026, \$ mn
- Figure 34. Breakdown of Global Location Based Services Market by Application, 2019-2026, % of Revenue
- Figure 35. Contribution to Global 2020-2026 Cumulative Revenue by Application, Value (\$ mn) and Share (%)
- Figure 36. Global Location Based Services Market: Mapping and Navigation, 2016-2026, \$ mn
- Figure 37. Global Location Based Services Market: Business Intelligence & Analytics, 2016-2026, \$ mn
- Figure 38. Global Location Based Services Market: Social Networking & Entertainment, 2016-2026, \$ mn
- Figure 39. Global Location Based Services Market: Location-based Advertising, 2016-2026, \$ mn
- Figure 40. Global Location Based Services Market: Proximity Marketing, 2016-2026, \$ mn
- Figure 41. Global Location Based Services Market: Fleet Management, 2016-2026, \$ mn
- Figure 42. Global Location Based Services Market: Local Search & Information, 2016-2026, \$ mn
- Figure 43. Global Location Based Services Market: Asset Tracking, 2016-2026, \$ mn
- Figure 44. Global Location Based Services Market: Other Applications, 2016-2026, \$ mn
- Figure 45. Breakdown of Global Location Based Services Market by Industry Vertical, 2019-2026, % of Revenue
- Figure 46. Contribution to Global 2020-2026 Cumulative Revenue by Industry Vertical,

Value (\$ mn) and Share (%)

Figure 47. Global Location Based Services Market: Transportation & Logistics, 2016-2026, \$ mn

Figure 48. Global Location Based Services Market: Government & Public Utilities, 2016-2026, \$ mn

Figure 49. Global Location Based Services Market: IT & Telecom, 2016-2026, \$ mn

Figure 50. Global Location Based Services Market: BFSI, 2016-2026, \$ mn

Figure 51. Global Location Based Services Market: Manufacturing, 2016-2026, \$ mn

Figure 52. Global Location Based Services Market: Retail, 2016-2026, \$ mn

Figure 53. Global Location Based Services Market: Healthcare & Life Sciences, 2016-2026, \$ mn

Figure 54. Global Location Based Services Market: Media & Entertainment, 2016-2026, \$ mn

Figure 55. Global Location Based Services Market: Hospitality, 2016-2026, \$ mn

Figure 56. Global Location Based Services Market: Other Verticals, 2016-2026, \$ mn

Figure 57. Global Market Snapshot by Region

Figure 58. Geographic Spread of Worldwide Location Based Services Market, 2019-2026, % of Revenue

Figure 59. Contribution to Global 2020-2026 Cumulative Revenue by Region, Value (\$ mn) and Share (%)

Figure 60. North American Location Based Services Market, 2016-2026, \$ mn

Figure 61. Breakdown of North America Location Based Services Market by Country, 2019 and 2026, % of Revenue

Figure 62. Contribution to North America 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 63. U.S. Location Based Services Market, 2016-2026, \$ mn

Figure 64. Canada Location Based Services Market, 2016-2026, \$ mn

Figure 65. Location Based Services Market in Mexico, 2016-2026, \$ mn

Figure 66. European Location Based Services Market, 2016-2026, \$ mn

Figure 67. Breakdown of European Location Based Services Market by Country, 2019 and 2026, % of Revenue

Figure 68. Contribution to Europe 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 69. Location Based Services Market in UK, 2016-2026, \$ mn

Figure 70. Location Based Services Market in France, 2016-2026, \$ mn

Figure 71. Location Based Services Market in Germany, 2016-2026, \$ mn

Figure 72. Location Based Services Market in Spain, 2016-2026, \$ mn

Figure 73. Location Based Services Market in Italy, 2016-2026, \$ mn

Figure 74. Location Based Services Market in Russia, 2016-2026, \$ mn

- Figure 75. Location Based Services Market in Rest of Europe, 2016-2026, \$ mn
- Figure 76. Asia-Pacific Location Based Services Market, 2016-2026, \$ mn
- Figure 77. Breakdown of APAC Location Based Services Market by Country, 2019 and 2026, % of Revenue
- Figure 78. Contribution to APAC 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)
- Figure 79. Location Based Services Market in China, 2016-2026, \$ mn
- Figure 80. Location Based Services Market in Japan, 2016-2026, \$ mn
- Figure 81. Location Based Services Market in India, 2016-2026, \$ mn
- Figure 82. Location Based Services Market in Australia, 2016-2026, \$ mn
- Figure 83. Location Based Services Market in South Korea, 2016-2026, \$ mn
- Figure 84. Location Based Services Market in Rest of APAC, 2016-2026, \$ mn
- Figure 85. South America Location Based Services Market, 2016-2026, \$ mn
- Figure 86. Breakdown of South America Location Based Services Market by Country, 2019 and 2026, % of Revenue
- Figure 87. Contribution to South America 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)
- Figure 88. Location Based Services Market in Argentina, 2016-2026, \$ mn
- Figure 89. Location Based Services Market in Brazil, 2016-2026, \$ mn
- Figure 90. Location Based Services Market in Chile, 2016-2026, \$ mn
- Figure 91. Location Based Services Market in Rest of South America, 2016-2026, \$ mn
- Figure 92. Location Based Services Market in Middle East and Africa (MEA), 2016-2026, \$ mn
- Figure 93. Breakdown of MEA Location Based Services Market by Country, 2019 and 2026, % of Revenue
- Figure 94. Contribution to MEA 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)
- Figure 95. Location Based Services Market in UAE, 2016-2026, \$ mn
- Figure 96. Location Based Services Market in Saudi Arabia, 2016-2026, \$ mn
- Figure 97. Location Based Services Market in South Africa, 2016-2026, \$ mn
- Figure 98. Growth Stage of Global Location Based Services Industry over the Forecast Period

COMPANIES MENTIONED

Alcatel-Lucent SA
ALE International
Apple, Inc.

AT&T Inc.
Bharti Airtel, LTD.
Cisco Systems Inc.
Creativity Software Ltd
DigitalGlobe Inc.
Ericsson Inc.
GL Communications Inc.
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