

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

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Abstracts

North America location based services market is expected to grow by 26.1% annually in the forecast period and reach \$48.41 billion by 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 26 tables and 62 figures, this 128-page report “North America Location Based Services (LBS) Market 2020-2026 by Component, Location (Indoor, Outdoor), Technology, Application, Industry Vertical, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire North America 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 North America 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 North America location based services market in every aspect of the classification from perspectives of Component, Location, Technology, Application, Industry Vertical, and Country.

Based on Component, the North America 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 North America 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 North America 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 North America 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 North America 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 national/local markets are fully investigated:

U.S.

Canada

Mexico

Detailed analysis and revenue data for are available for 2019-2026 of each national market. The breakdown 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 North America 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 North America 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.)

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 - Ericsson Inc.
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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.
Google LLC
HERE Global BV
IndoorAtlas Ltd
Intel Corporation
International Business Machines Corporation
Microsoft Corporation
Oracle Corporation
Qualcomm Technologies Inc.
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