

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

<https://marketpublishers.com/r/N68F8EB53B5CEN.html>

Date: September 2020

Pages: 128

Price: US\$ 2,533.00 (Single User License)

ID: N68F8EB53B5CEN

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.)

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 NORTH AMERICA 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 NORTH AMERICA MARKET BY LOCATION

4.1 Market Overview by Location

4.2 Indoor LBS

4.3 Outdoor LBS

5 SEGMENTATION OF NORTH AMERICA 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 NORTH AMERICA 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 NORTH AMERICA 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 NORTH AMERICA MARKET 2019-2026 BY COUNTRY

8.1 Overview of North America Market

8.2 U.S.

8.3 Canada

8.4 Mexico

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 North America BV

IndoorAtlas Ltd

Intel Corporation

International Business Machines Corporation

Microsoft Corporation

Oracle Corporation

Qualcomm Technologies Inc.

Teldio Corporation

10 INVESTING IN NORTH AMERICA MARKET: RISK ASSESSMENT AND MANAGEMENT

10.1 Risk Evaluation of North America Market

10.2 Critical Success Factors (CSFs)

Related Reports and Products

List Of Tables

LIST OF TABLES

Table 1. Snapshot of North America 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 North America Location Based Services Market

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

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

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

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

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

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

Table 10. North America Location Based Services Market by Country, 2016-2026, \$ mn

Table 11. U.S. Location Based Services Market by Location, 2016-2026, \$ mn

Table 12. U.S. Location Based Services Market by Technology, 2016-2026, \$ mn

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

Table 14. Canada Location Based Services Market by Location, 2016-2026, \$ mn

Table 15. Canada Location Based Services Market by Technology, 2016-2026, \$ mn

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

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

Table 18. Mexico Location Based Services Market by Technology, 2016-2026, \$ mn

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

Table 20. Alcatel-Lucent SA: Company Snapshot

Table 21. Alcatel-Lucent SA: Business Segmentation

Table 22. Alcatel-Lucent SA: Product Portfolio

Table 23. Alcatel-Lucent SA: Revenue, 2016-2018, \$ mn

Table 24. Alcatel-Lucent SA: Recent Developments

Table 25. Risk Evaluation for Investing in North America Market, 2019-2026

Table 26. 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. North America Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2026

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

Figure 6. Impact of COVID-19 on Business

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

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

Figure 9. Investment Opportunity Analysis

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

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

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

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

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

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

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

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

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

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

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

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

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

- Figure 23. Breakdown of North America Location Based Services Market by Technology, 2019-2026, % of Revenue
- Figure 24. Contribution to North America 2020-2026 Cumulative Revenue by Technology, Value (\$ mn) and Share (%)
- Figure 25. North America Location Based Services Market: GPS, 2016-2026, \$ mn
- Figure 26. North America Location Based Services Market: Assisted GPS (A-GPS), 2016-2026, \$ mn
- Figure 27. North America Location Based Services Market: Enhanced GPS (E-GPS), 2016-2026, \$ mn
- Figure 28. North America Location Based Services Market: Enhanced Observed Time Difference (EOTD), 2016-2026, \$ mn
- Figure 29. North America Location Based Services Market: Observed Time Difference (OTD), 2016-2026, \$ mn
- Figure 30. North America Location Based Services Market: Wi-Fi, 2016-2026, \$ mn
- Figure 31. North America Location Based Services Market: Bluetooth Low Energy (BLE), 2016-2026, \$ mn
- Figure 32. North America Location Based Services Market: Cell ID, 2016-2026, \$ mn
- Figure 33. North America Location Based Services Market: Other Technologies, 2016-2026, \$ mn
- Figure 34. Breakdown of North America Location Based Services Market by Application, 2019-2026, % of Revenue
- Figure 35. Contribution to North America 2020-2026 Cumulative Revenue by Application, Value (\$ mn) and Share (%)
- Figure 36. North America Location Based Services Market: Mapping and Navigation, 2016-2026, \$ mn
- Figure 37. North America Location Based Services Market: Business Intelligence & Analytics, 2016-2026, \$ mn
- Figure 38. North America Location Based Services Market: Social Networking & Entertainment, 2016-2026, \$ mn
- Figure 39. North America Location Based Services Market: Location-based Advertising, 2016-2026, \$ mn
- Figure 40. North America Location Based Services Market: Proximity Marketing, 2016-2026, \$ mn
- Figure 41. North America Location Based Services Market: Fleet Management, 2016-2026, \$ mn
- Figure 42. North America Location Based Services Market: Local Search & Information, 2016-2026, \$ mn
- Figure 43. North America Location Based Services Market: Asset Tracking, 2016-2026, \$ mn

Figure 44. North America Location Based Services Market: Other Applications, 2016-2026, \$ mn

Figure 45. Breakdown of North America Location Based Services Market by Industry Vertical, 2019-2026, % of Revenue

Figure 46. Contribution to North America 2020-2026 Cumulative Revenue by Industry Vertical, Value (\$ mn) and Share (%)

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

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

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

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

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

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

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

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

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

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

Figure 57. Breakdown of North America Location Based Services Market by Country, 2019 and 2026, % of Revenue

Figure 58. Contribution to North America 2020-2026 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 59. U.S. Location Based Services Market, 2016-2026, \$ mn

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

Figure 61. Location Based Services Market in Mexico, 2016-2026, \$ mn

Figure 62. Growth Stage of North America 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.
Google LLC
HERE Global BV
IndoorAtlas Ltd
Intel Corporation
International Business Machines Corporation
Microsoft Corporation
Oracle Corporation
Qualcomm Technologies Inc.
Teldio Corporation

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/N68F8EB53B5CEN.html>

Price: US\$ 2,533.00 (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/N68F8EB53B5CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970