

Digital Map Market Size, Share & Trends Analysis Report By Type (GIS, LiDAR, Digital Orthophotography, Aerial Photography, GPS), By Usage, By Services, By Application, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Digital Map Market Growth & Trends

The global digital map market size is estimated to reach USD 54.98 billion by 2030, expanding at a CAGR of 15.8% from 2023 to 2030, according to a new study by Grand View Research, Inc. The market is anticipated to have a significant demand from navigational application developers as well as geographical information system (GIS) operators, who are driven by an increasing end-user base. The increase in the number of smartphone and internet users has fueled the global growth. Moreover, the rise in the number of connected and semi-autonomous cars, and expected developments in self-driving and navigation technology, among others are anticipated to drive the global demand.

Rising demand for geospatial information in recent years is driving the growth of digital cartography technology. Applications such as logistics management, congestion intelligence, location, traffic, and smart parking need routing and congestion updates in real-time. With significant technological advancements in digital cartography, it is supporting these applications with data feeds and information. In addition, the increasing number of businesses that are using location-based services for marketing and advertising is also estimated to enhance the demand growth in coming years.

The growing demand for topographical & environmental information systems is accelerating the adoption in public & government sector. Further, growing need for maintaining information system for local governing bodies, defense forces, and law enforcement officials owing to notable rise in natural & manmade threats is expected to drive the market growth. Market players are focusing on data integration technology in digital map for smooth integration between information systems and maps which is expected to propel the market growth over the forecast period. The key players are expected to indulge in merger and acquisitions in order to strengthen their digital map offerings, maintain competitive edge, and achieve higher profitability.

Digital Map Market Report Highlights

Digital orthophotography segment is expected to register a CAGR of 17.8% from 2023 to 2030. Digital orthophotography type segment is anticipated to emerge as the fastest-growing segment over the forecast period owing to the growth of image-processing, data analysis technology, and the increasing applications in multiple end use segments such as automotive and mobile devices.

Consulting segment is anticipated at a CAGR of 18.9% from 2023 to 2030. The consulting segment is expected to witness considerable growth owing to shifting various end-use companies focus digital map consulting services for managing end-to-end mapping services and reduce operational costs.

The indoor mapping type segment is anticipated to witness the highest market growth of 19.3% CAGR over the forecast period. The growth can be attributed to increasing use of digital map for navigating complex and huge infrastructures.

The asset tracking application segment is the fastest growing segment registering a CAGR of 18.3% over the forecast period. This is owing to the increasing demand for digital map across enterprise solutions, infrastructure, logistics, and other businesses to operate valuable details and streamline their business operations.

Mobile devices segment is expected to register a CAGR of 17.9% through 2030. Mobile devices segment is expected to witness the fastest growth over the forecast period owing to significant rise in location-based services demand to improve the users experience and maximize the business profitability.

Exploration activities are expected to increase in developing regions of the

world, while demand for real-time data and information is expected to increase in developed countries. Asia Pacific is the fastest-growing regional segment registering a CAGR of 17.0% in the forecast period, owing to an increase in the number of smartphone users and vehicles in the region. Further, the rising technological advancements in navigation and significant penetration of smartphones is driving the Asia Pacific digital map market.

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