

# Geomarketing Market Size, Share & Trends Analysis Report By Component (Software, Services), By Deployment Mode (Cloud, On-premises), By Location (Indoor, Outdoor), By End Use, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

This report can be delivered to the clients within 6 Business Days

### Geomarketing Market Size & Trends

The global geomarketing market size was estimated at USD 17.77 billion in 2023 and is projected to grow at a CAGR of 23.1% from 2024 to 2030. The rapid development of geospatial technologies, such as geographic information systems (GIS) and remote sensing, has significantly enhanced data accuracy and visualization. The cumulative use of geospatial technologies with real-time analytics, which provides deeper insights into consumer behavior, preferences, and market trends, enabled targeted marketing campaigns and resource optimization, thereby boosting the growth of the market.

The integration of geospatial data helps businesses to analyze complex spatial data, leading to more informed decision-making.

The widespread use of smartphones and mobile devices has accelerated the adoption of location-based services (LBS). This trend allows businesses to deliver personalized content, offers, and advertisements based on a user's real-time location. By leveraging LBS, companies can enhance customer engagement, improve customer experience, and increase conversion rates. This growing demand for location-specific marketing solutions is a key driver for the market growth.

The proliferation of big data and advanced analytics has transformed how businesses approach marketing strategies. It leverages vast amounts of spatial data to identify patterns, trends, and correlations. By integrating demographic, psychographic, and behavioral data, companies can create highly targeted and efficient marketing campaigns. The ability to analyze and visualize data geographically helps businesses optimize their operations, identify new market opportunities, and improve overall business performance, fueling the growth of the market.

## Global Geomarketing Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global geomarketing market report based on component, deployment mode, location, end use, and region.

### Component Outlook (Revenue, USD Million, 2018 - 2030)

Software

Services

### Deployment Mode Outlook (Revenue, USD Million, 2018 - 2030)

Cloud

On-Premises

### Location Outlook (Revenue, USD Million, 2018 - 2030)

Indoor

Outdoor

### End Use Outlook (Revenue, USD Million, 2018 - 2030)

BFSI

IT & Telecommunication

Retail & E-Commerce

Media & Entertainment

Travel & Hospitality

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

UAE

Saudi Arabia

South Africa

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