

# **Digital Map Market Report by Type (GIS, LiDAR, Digital Orthophotography, Aerial Photography, and Others), Usage (Indoor, Outdoor), Solution (Software, Services), Deployment Mode (Cloud-based, On-premise), Application (Real-Time Location Data Management, Geocoding and Geopositioning, Routing and Navigation, Asset Tracking, and Others), End-Use Industry (Automotive, Engineering and Construction, Logistics and Transportation, Energy and Utilities, Military, Aerospace and Defense, and Others), and Region 2024-2032**

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## **Abstracts**

The global digital map market size reached US\$ 5.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 15.1 Billion by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032. The growing demand for location-based services across various industries, the proliferation of mobile devices and high-speed internet, and ongoing technological advancements in the industry represent some of the key factors driving the market.

A digital map is an electronic representation of geographic information that can be viewed, analyzed, and manipulated on a computer or mobile device. It is created virtually by collecting, processing, and organizing data from various sources, such as satellite imagery, global positioning system (GPS) technology, aerial photography, and survey data, and presenting it digitally. A digital map consists of multiple layers of information, such as roads, buildings, land use, and natural features, that can be

displayed individually or in combination to provide a comprehensive view of a particular area. In addition to this, it offers the advantages of scalability, accuracy, real-time information, interaction, and ease of use. A digital map can be accessed and used by individuals, businesses, government agencies, and other organizations for various purposes such as navigation and transportation planning, environmental analysis, and natural disaster response.

#### Digital Map Market Trends:

The rising demand for location-based services (LBS) across various industries, such as transportation, retail, and healthcare, represents one of the key factors driving the market growth. Besides this, the proliferation of mobile devices such as smartphones and tablets and easy access to high-speed internet has increased the adoption of digital maps and navigation systems, creating a favorable outlook for the market. Moreover, the bolstering growth of the automotive industry, with an increasing demand for connected and autonomous vehicles, is impelling the need for digital maps to provide real-time traffic and road data. In addition to this, the rising demand from the construction industry for visualizing territorial data to facilitate infrastructural planning and implementing safety measures in buildings is contributing to the market growth. Furthermore, the widespread adoption of advanced technologies for surveying and digital map-making, along with ongoing advancement in geographical information systems (GIS) technology that enables the creation of more detailed and precise digital maps, are presenting remunerative growth opportunities for the market. Concurrent with this, the expanding use of three dimensions (3D) platforms and innovative technologies that use visualization, simulations, and dynamic location-based inputs is acting as another significant growth-inducing factor.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital map market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, usage, solution, deployment mode, application and end-use industry.

#### Type Insights:

GIS

LiDAR

Digital Orthophotography

Aerial Photography

Others

The report has provided a detailed breakup and analysis of the digital map market based on the type. This includes GIS, LiDAR, digital orthophotography, aerial photography, and others. According to the report, GIS represented the largest segment.

#### Usage Insights:

Indoor  
Outdoor

A detailed breakup and analysis of the digital map market based on the usage has also been provided in the report. This includes indoor and outdoor. According to the report, outdoor accounted for the largest market share.

#### Solution Insights:

Software  
Services

The report has provided a detailed breakup and analysis of the digital map market based on the solution. This includes software and services. According to the report, software represented the largest segment.

#### Deployment Mode Insights:

Cloud-based  
On-premise

A detailed breakup and analysis of the digital map market based on the deployment mode has also been provided in the report. This includes cloud-based and on-premises. According to the report, on-premises accounted for the largest market share.

#### Application Insights:

Real-Time Location Data Management  
Geocoding and Geopositioning  
Routing and Navigation  
Asset Tracking  
Others

The report has provided a detailed breakup and analysis of the digital map market based on the application. This includes real-time location data management, geocoding and geopositioning, routing and navigation, asset tracking, and others. According to the report, routing and navigation represented the largest segment.

#### End-Use Industry Insights:

- Automotive
- Engineering and Construction
- Logistics and Transportation
- Energy and Utilities
- Military, Aerospace and Defense
- Others

A detailed breakup and analysis of the digital map market based on the end use industry has also been provided in the report. This includes automotive, engineering and construction, logistics and transportation, energy and utilities, military, aerospace and defense, and others. According to the report, automotive accounted for the largest market share.

#### Regional Insights:

- North America
  - United States
  - Canada
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain

Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for digital map. Some of the factors driving the North America digital map market included the rising demand for location-based services, increasing use of mobile technologies for navigation, and ongoing product innovation.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global digital map market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Apple Inc., Collins Bartholomew, Digital Map Products Inc. (LightBox), Environmental Systems Research Institute Inc., Getmapping, Google LLC (Alphabet Inc.), HERE Technologies, MAPQUEST INC. (America Online), Maxar Technologies, Nearmap, ThinkGeo LLC, TomTom International B.V., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global digital map market in 2023?
2. What is the expected growth rate of the global digital map market during 2024-2032?
3. What are the key factors driving the global digital map market?
4. What has been the impact of COVID-19 on the global digital map market?
5. What is the breakup of the global digital map market based on the type?
6. What is the breakup of the global digital map market based on the usage?
7. What is the breakup of the global digital map market based on the solution?
8. What is the breakup of the global digital map market based on the deployment

mode?

9. What is the breakup of the global digital map market based on the application?

10. What is the breakup of the global digital map market based on the end-use industry?

11. What are the key regions in the global digital map market?

12. Who are the key players/companies in the global digital map market?

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