

Location Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global location analytics market size reached US\$ 19.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 53.2 Billion by 2028, exhibiting a growth rate (CAGR) of 17.4% during 2023-2028.

Location analytics, also known as geoanalytics, refers to a tool that adds a layer of geographical data to data assets of organizations for predicting consumer behavior and buying patterns. It relies on data collected through cameras, sensors, mobile devices, global positioning systems (GPS), and social media channels for offering both real-time and historic geographical data. Besides this, it provides deeper insights into business strategies as compared to traditional methods and consequently eases the decision-making process of companies operating in different industry verticals.

Location Analytics Market Trends:

The growing utilization of the Internet of Things (IoT) on account of rapid digitization around the world represents one of the major factors driving the market. Moreover, there is a rise in the development of network infrastructure and sales of smartphones, tablets, laptops and other consumer electronics. This, along with the increasing focus of organizations on accessing dynamic location information of customers, is propelling the growth of the market. In addition, the expanding application of location analytics in corporate, government, and retail sectors across the globe for offering enhanced solutions and services to end-users is bolstering the market growth. Apart from this, there is an increase in the adoption of asset management tools across various industries to optimize business processes and generate revenue. This, in confluence with the extensive research and development (R&D) activities and rising investments by key market players for developing new technologies that detect opportunities, patterns,

and risks of businesses, is positively influencing the market. Technology including cloud computing, artificial intelligence (AI), blockchain, and big data are anticipated to offer lucrative growth opportunities to leading manufacturers operating in the industry.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global location analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment mode, location type, application and end use industry.

Breakup by Component:

- Software
- Services

Breakup by Deployment Mode:

- On-premises
- Cloud-based

Breakup by Location Type:

- Indoor
- Outdoor

Breakup by Application:

- Remote Monitoring
- Sales and Marketing Optimization
- Asset Management
- Risk Management
- Facility Management
- Others

Breakup by End Use Industry:

- BFSI
- Healthcare

Hospitality
Government
Transport and Logistic
IT and Telecom
Retail and Consumer Goods
Media and Entertainment
Others

Breakup by Region:

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Alteryx Inc., Cisco Systems Inc., Esri, Galigeo, Google LLC, HERE Technologies, Hexagon AB, International Business Machines Corporation,

Microsoft Corporation, Oracle Corporation, Pitney Bowes Inc., SAS Institute Inc., Sisense Inc. and TIBCO Software Inc.

Key Questions Answered in This Report

1. What was the size of the global location analytics market in 2022?
2. What is the expected growth rate of the global location analytics market during 2023-2028?
3. What are the key factors driving the global location analytics market?
4. What has been the impact of COVID-19 on the global location analytics market?
5. What is the breakup of the global location analytics market based on the component?
6. What is the breakup of the global location analytics market based on the deployment mode?
7. What is the breakup of the global location analytics market based on the location type?
8. What is the breakup of the global location analytics market based on the end use industry?
9. What are the key regions in the global location analytics market?
10. Who are the key players/companies in the global location analytics market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL LOCATION ANALYTICS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

- 6.1 Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Services
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DEPLOYMENT MODE

7.1 On-premises

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Cloud-based

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY LOCATION TYPE

8.1 Indoor

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Outdoor

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY APPLICATION

9.1 Remote Monitoring

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Sales and Marketing Optimization

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Asset Management

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Risk Management

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Facility Management

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 MARKET BREAKUP BY END USE INDUSTRY

10.1 BFSI

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Healthcare

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 Hospitality

10.3.1 Market Trends

10.3.2 Market Forecast

10.4 Government

10.4.1 Market Trends

10.4.2 Market Forecast

10.5 Transport and Logistic

10.5.1 Market Trends

10.5.2 Market Forecast

10.6 IT and Telecom

10.6.1 Market Trends

10.6.2 Market Forecast

10.7 Retail and Consumer Goods

10.7.1 Market Trends

10.7.2 Market Forecast

10.8 Media and Entertainment

10.8.1 Market Trends

10.8.2 Market Forecast

10.9 Others

10.9.1 Market Trends

10.9.2 Market Forecast

11 MARKET BREAKUP BY REGION

11.1 North America

11.1.1 United States

11.1.1.1 Market Trends

11.1.1.2 Market Forecast

11.1.2 Canada

11.1.2.1 Market Trends

11.1.2.2 Market Forecast

11.2 Asia-Pacific

11.2.1 China

11.2.1.1 Market Trends

11.2.1.2 Market Forecast

11.2.2 Japan

11.2.2.1 Market Trends

11.2.2.2 Market Forecast

11.2.3 India

11.2.3.1 Market Trends

11.2.3.2 Market Forecast

11.2.4 South Korea

11.2.4.1 Market Trends

11.2.4.2 Market Forecast

11.2.5 Australia

11.2.5.1 Market Trends

11.2.5.2 Market Forecast

11.2.6 Indonesia

11.2.6.1 Market Trends

11.2.6.2 Market Forecast

11.2.7 Others

11.2.7.1 Market Trends

11.2.7.2 Market Forecast

11.3 Europe

11.3.1 Germany

11.3.1.1 Market Trends

11.3.1.2 Market Forecast

11.3.2 France

11.3.2.1 Market Trends

11.3.2.2 Market Forecast

11.3.3 United Kingdom

11.3.3.1 Market Trends

11.3.3.2 Market Forecast

11.3.4 Italy

11.3.4.1 Market Trends

11.3.4.2 Market Forecast

11.3.5 Spain

11.3.5.1 Market Trends

11.3.5.2 Market Forecast

11.3.6 Russia

- 11.3.6.1 Market Trends
- 11.3.6.2 Market Forecast
- 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country
 - 11.5.3 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

16.1 Market Structure

16.2 Key Players

16.3 Profiles of Key Players

16.3.1 Alteryx Inc.

16.3.1.1 Company Overview

16.3.1.2 Product Portfolio

16.3.1.3 Financials

16.3.2 Cisco Systems Inc.

16.3.2.1 Company Overview

16.3.2.2 Product Portfolio

16.3.2.3 Financials

16.3.2.4 SWOT Analysis

16.3.3 Esri

16.3.3.1 Company Overview

16.3.3.2 Product Portfolio

16.3.3.3 SWOT Analysis

16.3.4 Galigeo

16.3.4.1 Company Overview

16.3.4.2 Product Portfolio

16.3.5 Google LLC

16.3.5.1 Company Overview

16.3.5.2 Product Portfolio

16.3.5.3 SWOT Analysis

16.3.6 HERE Technologies

16.3.6.1 Company Overview

16.3.6.2 Product Portfolio

16.3.7 Hexagon AB

16.3.7.1 Company Overview

16.3.7.2 Product Portfolio

16.3.7.3 Financials

16.3.7.4 SWOT Analysis

16.3.8 International Business Machines Corporation

16.3.8.1 Company Overview

16.3.8.2 Product Portfolio

16.3.8.3 Financials

- 16.3.8.4 SWOT Analysis
- 16.3.9 Microsoft Corporation
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
 - 16.3.9.3 Financials
 - 16.3.9.4 SWOT Analysis
- 16.3.10 Oracle Corporation
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.10.3 Financials
 - 16.3.10.4 SWOT Analysis
- 16.3.11 Pitney Bowes Inc.
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio
 - 16.3.11.3 Financials
 - 16.3.11.4 SWOT Analysis
- 16.3.12 SAS Institute Inc.
 - 16.3.12.1 Company Overview
 - 16.3.12.2 Product Portfolio
 - 16.3.12.3 SWOT Analysis
- 16.3.13 Sisense Inc.
 - 16.3.13.1 Company Overview
 - 16.3.13.2 Product Portfolio
- 16.3.14 TIBCO Software Inc.
 - 16.3.14.1 Company Overview
 - 16.3.14.2 Product Portfolio
 - 16.3.14.3 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Location Analytics Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Location Analytics Market Forecast: Breakup by Component (in Million US\$), 2023-2028

Table 3: Global: Location Analytics Market Forecast: Breakup by Deployment Mode (in Million US\$), 2023-2028

Table 4: Global: Location Analytics Market Forecast: Breakup by Location Type (in Million US\$), 2023-2028

Table 5: Global: Location Analytics Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 6: Global: Location Analytics Market Forecast: Breakup by End Use Industry (in Million US\$), 2023-2028

Table 7: Global: Location Analytics Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 8: Global: Location Analytics Market: Competitive Structure

Table 9: Global: Location Analytics Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Location Analytics Market: Major Drivers and Challenges

Figure 2: Global: Location Analytics Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Location Analytics Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Location Analytics Market: Breakup by Component (in %), 2022

Figure 5: Global: Location Analytics Market: Breakup by Deployment Mode (in %), 2022

Figure 6: Global: Location Analytics Market: Breakup by Location Type (in %), 2022

Figure 7: Global: Location Analytics Market: Breakup by Application (in %), 2022

Figure 8: Global: Location Analytics Market: Breakup by End Use Industry (in %), 2022

Figure 9: Global: Location Analytics Market: Breakup by Region (in %), 2022

Figure 10: Global: Location Analytics (Software) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Location Analytics (Software) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Location Analytics (Services) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Location Analytics (Services) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Location Analytics (On-premises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Location Analytics (On-premises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Location Analytics (Cloud-based) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Location Analytics (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Location Analytics (Indoor) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Location Analytics (Indoor) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Location Analytics (Outdoor) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Location Analytics (Outdoor) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Location Analytics (Remote Monitoring) Market: Sales Value (in

Million US\$), 2017 & 2022

Figure 23: Global: Location Analytics (Remote Monitoring) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Location Analytics (Sales and Marketing Optimization) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Location Analytics (Sales and Marketing Optimization) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Location Analytics (Asset Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Location Analytics (Asset Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Location Analytics (Risk Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Location Analytics (Risk Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Location Analytics (Facility Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Location Analytics (Facility Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Location Analytics (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Location Analytics (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Location Analytics (BFSI) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Location Analytics (BFSI) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Global: Location Analytics (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Location Analytics (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Global: Location Analytics (Hospitality) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Global: Location Analytics (Hospitality) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Global: Location Analytics (Government) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Global: Location Analytics (Government) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Global: Location Analytics (Transport and Logistic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Global: Location Analytics (Transport and Logistic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Global: Location Analytics (IT and Telecom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Global: Location Analytics (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Global: Location Analytics (Retail and Consumer Goods) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Global: Location Analytics (Retail and Consumer Goods) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Global: Location Analytics (Media and Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Global: Location Analytics (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Global: Location Analytics (Other End Use Industries) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Global: Location Analytics (Other End Use Industries) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: North America: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: North America: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: United States: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: United States: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Canada: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Canada: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Asia-Pacific: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Asia-Pacific: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: China: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: China: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Japan: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Japan: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: India: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: India: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: South Korea: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: South Korea: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Australia: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Australia: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Indonesia: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Indonesia: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Others: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Europe: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Europe: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Germany: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Germany: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: France: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: France: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: United Kingdom: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: United Kingdom: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Italy: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Italy: Location Analytics Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 84: Spain: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 85: Spain: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 86: Russia: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 87: Russia: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Others: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 89: Others: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 90: Latin America: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 91: Latin America: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 92: Brazil: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 93: Brazil: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 94: Mexico: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 95: Mexico: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 96: Others: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 97: Others: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 98: Middle East and Africa: Location Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 99: Middle East and Africa: Location Analytics Market: Breakup by Country (in %), 2022

Figure 100: Middle East and Africa: Location Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 101: Global: Location Analytics Industry: SWOT Analysis

Figure 102: Global: Location Analytics Industry: Value Chain Analysis

Figure 103: Global: Location Analytics Industry: Porter's Five Forces Analysis

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