

# **Location Intelligence Market Report by Service (Consulting, System Integration, and Others), Application (Sales and Marketing Optimization, Remote Monitoring, Workforce Management, Asset Management, Facility Management, Risk Management, Customer Management, and Others), End Use Industry (Transportation and Logistics, Retail and Consumer Goods, Government and Defense, Manufacturing and Industrial, IT and Telecom, and Others), and Region 2023-2028**

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## **Abstracts**

The global location intelligence market size reached US\$ 16.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 39.3 Billion by 2028, exhibiting a growth rate (CAGR) of 15.8% during 2022-2028.

Location intelligence (LI) refers to the collection and analysis of geodata for making more informed and rational business decisions. It is utilized by organizations for collecting and compiling big data and detecting patterns and trends that relate to specific needs, and making effective strategic decisions. It is also used by government entities to allocate resources, impact public safety, combat fraud and abuse. Moreover, due to the emerging trend of geotargeted advertising, the application of LI is expanding further to gain unique insights into consumer behaviors.

Rising digitalization, increasing device connectivity on account of the Internet of Things (IoT), and the escalating volume of business data are encouraging organizations worldwide to adopt LI. It helps them in remaining competitive, revealing the latest consumer trends, and enhancing existing business intelligence (BI) and analytics

capabilities. Additionally, it is gaining traction in the banking, financial services, and insurance (BFSI) sector to effectively detect fraud, avoid flagging legitimate charges, and promote special offers. It also provides way-finding alerts, quicker product delivery, effective queue management for enhancing customer experience in large venues like stadiums, resorts, and airports. Apart from this, the growing awareness about the benefits of LI is expanding its application in charging point rollout for electric vehicles (EVs), 5G network deployment, and IoT drone analytics. Its demand is anticipated to rise for providing health clinic site selection and improving recruitment processes in the education and training sector.

#### Key Market Segmentation:

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

#### Breakup by Service:

Consulting

System Integration

Others

#### Breakup by Application:

Sales and Marketing Optimization

Remote Monitoring

Workforce Management

Asset Management

Facility Management

Risk Management

Customer Management

Others

#### Breakup by End Use Industry:

Transportation and Logistics

Retail and Consumer Goods

Government and Defense

Manufacturing and Industrial

IT and Telecom

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 Autodesk Inc., ESRI, HERE Global B.V., Liberty Broadband Corporation, Navizon Inc., Pitney Bowes Inc., Qualcomm Technologies inc, SuperMap Software Co. Ltd., TIBCO Software Inc., Trimble Inc. and Wireless Logic Limited.

Key Questions Answered in This Report

1. How big is the global location intelligence market?
2. What is the expected growth rate of the global location intelligence market during 2023-2028?
3. What are the key factors driving the global location intelligence market?
4. What has been the impact of COVID-19 on the global location intelligence market?
5. What is the breakup of the global location intelligence market based on the service?
6. What is the breakup of the global location intelligence market based on the application?
7. What is the breakup of the global location intelligence market based on the end use industry?
8. What are the key regions in the global location intelligence market?
9. Who are the key players/companies in the global location intelligence market?

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