

Asia-Pacific Location Analytics Market (2016 - 2022)

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Abstracts

Location analytics is a system designed to interpret and analyze information in conjunction with a Geographic Information System (GIS), with a visual representation. The System can be implemented into both real-time geographical data and historic geographical data. Evolution of IoT market, demand for market and competitive intelligence, and rising spatial data across industry verticals have been the major factors that have driven the location analytics market. Real-time location analytics can be effectively implemented in verticals such as government & defense, retail & consumer goods, energy & utilities, manufacturing, and healthcare. Despite potential benefits, there are factors that hinder the market growth, especially, concerns over data privacy and security.

The report highlights the adoption of Location Analytic. Based on Application, the Asia-Pacific Location Analytics market is bifurcated into Risk Management, Emergency Response Management, Customer Experience Management, Remote Monitoring, Supply Chain Planning & Optimization, Sales & Marketing Optimization, Predictive Assets Management, Inventory Management and Others. Based on Component type, the Asia-Pacific Location Analytics market is bifurcated into Software and Services. Based on Location type, the Asia-Pacific Location Analytics market is bifurcated into Indoor and Outdoor. Based on Organization Size, the Asia-Pacific Location Analytics market is bifurcated into Large and Small & Medium Enterprises. Based on Vertical, the Asia-Pacific Location Analytics market is bifurcated into BFSI, Retail, Manufacturing, Government & Defense, Telecom & IT, Healthcare, Transportation & Logistics, Media & Entertainment, Energy & Utilities and Others.

Based on Country, Asia-Pacific Location Analytics market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant Country in the Asia-Pacific Location Analytics market in 2015. Malaysia would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Location Analytics market. Key companies profiled in the report include IBM Corporation, HP Enterprise Company, Microsoft Corporation, Cisco Systems, Inc., Google Inc., Oracle Corporation, SAP SE and SAS Institute Inc.

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