

# **Asia Pacific Location Based Advertising Market By Type (Push and Pull), By Application (Public Spaces, Retail Outlets and Airports & Others), By Content Type (Multimedia and Text), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Asia Pacific Location Based Advertising Market would witness market growth of 20.3% CAGR during the forecast period (2020-2026).

Various companies and institutions, including pop and mom stores, financial firms, car dealers, restaurants and hotels, educational institutions and health care facilities, have successfully used geo-targeted strategies to attract and retain audiences. However, a range of public institutions, healthcare units and financial institutions are actively developing their mobile applications with built-in geolocation facilities in order to provide more customized services and promote market growth.

The retail sector has also increasingly developed channels to reach customers effectively. Between newspaper, radio, TV and other types of advertising, location-based advertising has become a creative method in the wake of the increasing use of social media platforms. Increasing consumer engagement with brands on various social media channels opens new avenues for marketing campaigns. Owing to the active presence of customers of products on handheld apps, fast-moving personal computers and laptops, and advertisers of consumer goods are able to reach consumers efficiently. In addition, with the aid of location-based marketing, major retailers are focused on in-store sales while local stores are seeking to understand consumer behavior.

Small businesses around the world are always finding ways to get more foot traffic to

their brick and mortar stores. With the introduction of location-based mobile ads, small-to-medium businesses (SMBs) are now in a position to attract prospective consumers who are within reach of their stores. Location Based Advertising (LBA) helps you to change your marketing message depending on where the potential audiences are geographically located. Location-based services (LBS) help to customize messages to any variety of scenarios. For example, retail locations, temperature, friends' proximity, and transportation routes.

In addition, geo-targeting can be used as the root of location-based mobile advertising. It uses the real-time location data provided by the mobile operator, such as the IP address. Using this, marketers can show mobile advertisements to a prospective user who is near to a particular location based on their IP address. Location-based mobile ads have performed well for many companies. It helped push traffic to their shops and increased their conversions.

Based on Type, the market is segmented into Push and Pull. Based on Application, the market is segmented into Public Spaces, Retail Outlets and Airports & Others. Based on Content Type, the market is segmented into Multimedia and Text. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Ericsson AB (Placecast), Google, Inc., IBM Corporation, Near Pte. Ltd., Telenity, Inc., Scanbuy, Inc., Foursquare Labs, Inc., Shopkick, Inc. (Trax), GroundTruth, Inc., and AdMoove SAS.

## Scope of the Study

### Market Segmentation:

#### By Type

Push

Pull

#### By Application

Public Spaces

Retail Outlets

Airports & Others

### By Content Type

Multimedia

Text

### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

### Companies Profiled

Ericsson AB (Placecast)

Google, Inc.

IBM Corporation

Near Pte. Ltd.

Telenity, Inc.

Scanbuy, Inc.

Foursquare Labs, Inc.

Shopkick, Inc. (Trax)

GroundTruth, Inc.

AdMoove SAS

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Asia Pacific Location Based Advertising Market, by Type
  - 1.4.2 Asia Pacific Location Based Advertising Market, by Application
  - 1.4.3 Asia Pacific Location Based Advertising Market, by Content Type
  - 1.4.4 Asia Pacific Location Based Advertising Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 Recent Industry Wide Strategic Developments
  - 3.1.1 Partnerships, Collaborations and Agreements
  - 3.1.2 Product Launches and Product Expansions
  - 3.1.3 Mergers & Acquisitions
- 3.2 Top Winning Strategies
  - 3.2.1 Key Leading Strategies: Percentage Distribution (2016-2020)
  - 3.2.2 Key Strategic Move: (Product Launches and Product Expansions : 2016, Jun – 2020, Jun) Leading Players

### **CHAPTER 4. ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY TYPE**

- 4.1 Asia Pacific Location Based Advertising Push Market by Country
- 4.2 Asia Pacific Location Based Advertising Pull Market by Country

## **CHAPTER 5. ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY APPLICATION**

- 5.1 Asia Pacific Location Based Advertising Public Spaces Market by Country
- 5.2 Asia Pacific Location Based Advertising Retail Outlets Market by Country
- 5.3 Asia Pacific Location Based Advertising Airports & Others Market by Country

## **CHAPTER 6. ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE**

- 6.1 Asia Pacific Multimedia Location Based Advertising Market by Country
- 6.2 Asia Pacific Text Location Based Advertising Market by Country

## **CHAPTER 7. ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY COUNTRY**

- 7.1 China Location Based Advertising Market
  - 7.1.1 China Location Based Advertising Market by Type
  - 7.1.2 China Location Based Advertising Market by Application
  - 7.1.3 China Location Based Advertising Market by Content Type
- 7.2 Japan Location Based Advertising Market
  - 7.2.1 Japan Location Based Advertising Market by Type
  - 7.2.2 Japan Location Based Advertising Market by Application
  - 7.2.3 Japan Location Based Advertising Market by Content Type
- 7.3 India Location Based Advertising Market
  - 7.3.1 India Location Based Advertising Market by Type
  - 7.3.2 India Location Based Advertising Market by Application
  - 7.3.3 India Location Based Advertising Market by Content Type
- 7.4 South Korea Location Based Advertising Market
  - 7.4.1 South Korea Location Based Advertising Market by Type
  - 7.4.2 South Korea Location Based Advertising Market by Application
  - 7.4.3 South Korea Location Based Advertising Market by Content Type
- 7.5 Singapore Location Based Advertising Market
  - 7.5.1 Singapore Location Based Advertising Market by Type
  - 7.5.2 Singapore Location Based Advertising Market by Application
  - 7.5.3 Singapore Location Based Advertising Market by Content Type
- 7.6 Malaysia Location Based Advertising Market
  - 7.6.1 Malaysia Location Based Advertising Market by Type

- 7.6.2 Malaysia Location Based Advertising Market by Application
- 7.6.3 Malaysia Location Based Advertising Market by Content Type
- 7.7 Rest of Asia Pacific Location Based Advertising Market
  - 7.7.1 Rest of Asia Pacific Location Based Advertising Market by Type
  - 7.7.2 Rest of Asia Pacific Location Based Advertising Market by Application
  - 7.7.3 Rest of Asia Pacific Location Based Advertising Market by Content Type

## **CHAPTER 8. COMPANY PROFILES**

- 8.1 Ericsson AB (Placecast)
  - 8.1.1 Company Overview
  - 8.1.2 Financial Analysis
  - 8.1.3 Segmental and Regional Analysis
  - 8.1.4 Research & Development Expense
  - 8.1.5 Recent strategies and developments:
    - 8.1.5.1 Partnerships, Collaborations, and Agreements:
    - 8.1.5.2 Product Launches and Product Expansions:
  - 8.1.6 SWOT Analysis
- 8.2 Google, Inc.
  - 8.2.1 Company Overview
  - 8.2.2 Financial Analysis
  - 8.2.3 Segmental and Regional Analysis
  - 8.2.4 Research & Development Expense
  - 8.2.5 Recent strategies and developments:
    - 8.2.5.1 Partnerships, Collaborations, and Agreements:
  - 8.2.6 SWOT Analysis
- 8.3 IBM Corporation
  - 8.3.1 Company Overview
  - 8.3.2 Financial Analysis
  - 8.3.3 Regional & Segmental Analysis
  - 8.3.4 Research & Development Expenses
  - 8.3.5 Recent strategies and developments:
    - 8.3.5.1 Partnerships, Collaborations, and Agreements:
    - 8.3.5.2 Product Launches and Product Expansions:
  - 8.3.6 SWOT Analysis
- 8.4 Near Pte. Ltd.
  - 8.4.1 Company Overview
  - 8.4.2 Recent strategies and developments:
    - 8.4.2.1 Product Launches and Product Expansions:

## 8.5 Telenity, Inc.

### 8.5.1 Company Overview

## 8.6 Scanbuy, Inc.

### 8.6.1 Company Overview

## 8.7 Foursquare Labs, Inc.

### 8.7.1 Company Overview

### 8.7.2 Recent strategies and developments:

#### 8.7.2.1 Partnerships, Collaborations, and Agreements:

#### 8.7.2.2 Product Launches and Product Expansions:

#### 8.7.2.3 Acquisition and Mergers:

## 8.8 Shopkick, Inc. (Trax)

### 8.8.1 Company Overview

## 8.9 GroundTruth, Inc.

### 8.9.1 Company Overview

### 8.9.2 Recent strategies and developments:

#### 8.9.2.1 Partnerships, Collaborations, and Agreements:

#### 8.9.2.2 Product Launches and Product Expansions:

## 8.1 AdMoove SAS (ANTLIA Investments B.V.)

### 8.10.1 Company Overview

### 8.10.2 Recent strategies and developments:

#### 8.10.2.1 Partnerships, Collaborations, and Agreements:



## List Of Tables

### LIST OF TABLES

TABLE 1 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD MILLION

TABLE 2 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– LOCATION BASED ADVERTISING MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– LOCATION BASED ADVERTISING MARKET

TABLE 5 MERGERS & ACQUISITIONS – LOCATION BASED ADVERTISING MARKET

TABLE 6 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 7 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 8 ASIA PACIFIC LOCATION BASED ADVERTISING PUSH MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 9 ASIA PACIFIC LOCATION BASED ADVERTISING PUSH MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 10 ASIA PACIFIC LOCATION BASED ADVERTISING PULL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 11 ASIA PACIFIC LOCATION BASED ADVERTISING PULL MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 12 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 13 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 14 ASIA PACIFIC LOCATION BASED ADVERTISING PUBLIC SPACES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 ASIA PACIFIC LOCATION BASED ADVERTISING PUBLIC SPACES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 ASIA PACIFIC LOCATION BASED ADVERTISING RETAIL OUTLETS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 ASIA PACIFIC LOCATION BASED ADVERTISING RETAIL OUTLETS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 18 ASIA PACIFIC LOCATION BASED ADVERTISING AIRPORTS & OTHERS

MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 19 ASIA PACIFIC LOCATION BASED ADVERTISING AIRPORTS & OTHERS

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 20 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 21 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 22 ASIA PACIFIC MULTIMEDIA LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 23 ASIA PACIFIC MULTIMEDIA LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 24 ASIA PACIFIC TEXT LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 25 ASIA PACIFIC TEXT LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 26 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 27 ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 28 CHINA LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD MILLION

TABLE 29 CHINA LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD MILLION

TABLE 30 CHINA LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 31 CHINA LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 32 CHINA LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 33 CHINA LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 34 CHINA LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 35 CHINA LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 36 JAPAN LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD MILLION

TABLE 37 JAPAN LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD MILLION

TABLE 38 JAPAN LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 39 JAPAN LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 40 JAPAN LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 41 JAPAN LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 42 JAPAN LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 43 JAPAN LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 44 INDIA LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD MILLION

TABLE 45 INDIA LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD MILLION

TABLE 46 INDIA LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 47 INDIA LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 48 INDIA LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 49 INDIA LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 50 INDIA LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 51 INDIA LOCATION BASED ADVERTISING MARKET BY CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 52 SOUTH KOREA LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD MILLION

TABLE 53 SOUTH KOREA LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD MILLION

TABLE 54 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 55 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 56 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 57 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY

APPLICATION, 2020 - 2026, USD MILLION

TABLE 58 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY  
CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 59 SOUTH KOREA LOCATION BASED ADVERTISING MARKET BY  
CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 60 SINGAPORE LOCATION BASED ADVERTISING MARKET, 2016 - 2019,  
USD MILLION

TABLE 61 SINGAPORE LOCATION BASED ADVERTISING MARKET, 2020 - 2026,  
USD MILLION

TABLE 62 SINGAPORE LOCATION BASED ADVERTISING MARKET BY TYPE, 2016  
- 2019, USD MILLION

TABLE 63 SINGAPORE LOCATION BASED ADVERTISING MARKET BY TYPE, 2020  
- 2026, USD MILLION

TABLE 64 SINGAPORE LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2016 - 2019, USD MILLION

TABLE 65 SINGAPORE LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2020 - 2026, USD MILLION

TABLE 66 SINGAPORE LOCATION BASED ADVERTISING MARKET BY CONTENT  
TYPE, 2016 - 2019, USD MILLION

TABLE 67 SINGAPORE LOCATION BASED ADVERTISING MARKET BY CONTENT  
TYPE, 2020 - 2026, USD MILLION

TABLE 68 MALAYSIA LOCATION BASED ADVERTISING MARKET, 2016 - 2019, USD  
MILLION

TABLE 69 MALAYSIA LOCATION BASED ADVERTISING MARKET, 2020 - 2026, USD  
MILLION

TABLE 70 MALAYSIA LOCATION BASED ADVERTISING MARKET BY TYPE, 2016 -  
2019, USD MILLION

TABLE 71 MALAYSIA LOCATION BASED ADVERTISING MARKET BY TYPE, 2020 -  
2026, USD MILLION

TABLE 72 MALAYSIA LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2016 - 2019, USD MILLION

TABLE 73 MALAYSIA LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2020 - 2026, USD MILLION

TABLE 74 MALAYSIA LOCATION BASED ADVERTISING MARKET BY CONTENT  
TYPE, 2016 - 2019, USD MILLION

TABLE 75 MALAYSIA LOCATION BASED ADVERTISING MARKET BY CONTENT  
TYPE, 2020 - 2026, USD MILLION

TABLE 76 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET,  
2016 - 2019, USD MILLION

TABLE 77 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET,  
2020 - 2026, USD MILLION

TABLE 78 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
TYPE, 2016 - 2019, USD MILLION

TABLE 79 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
TYPE, 2020 - 2026, USD MILLION

TABLE 80 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2016 - 2019, USD MILLION

TABLE 81 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
APPLICATION, 2020 - 2026, USD MILLION

TABLE 82 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
CONTENT TYPE, 2016 - 2019, USD MILLION

TABLE 83 REST OF ASIA PACIFIC LOCATION BASED ADVERTISING MARKET BY  
CONTENT TYPE, 2020 - 2026, USD MILLION

TABLE 84 KEY INFORMATION – ERICSSON AB

TABLE 85 KEY INFORMATION – GOOGLE, INC.

TABLE 86 KEY INFORMATION – IBM CORPORATION

TABLE 87 KEY INFORMATION – NEAR PTE. LTD.

TABLE 88 KEY INFORMATION – TELENITY, INC.

TABLE 89 KEY INFORMATION – SCANBUY, INC.

TABLE 90 KEY INFORMATION – FOURSQUARE LABS, INC.

TABLE 91 KEY INFORMATION – SHOPKICK, INC.

TABLE 92 KEY INFORMATION – GROUNDTRUTH, INC.

TABLE 93 KEY INFORMATION – ADMOOVE SAS

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 3 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS : 2016, JUN – 2020, JUN) LEADING PLAYERS

FIG 4 RECENT STRATEGIES AND DEVELOPMENTS: ERICSSON AB

FIG 5 SWOT ANALYSIS: ERICSSON AB

FIG 6 SWOT ANALYSIS: ALPHABET INC. (GOOGLE INC.)

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 8 SWOT ANALYSIS: IBM CORPORATION

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: FOURSQUARE LABS, INC.

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: GROUNDTRUTH, INC.

## I would like to order

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