

Asia-Pacific Location Based Services Market (2016 - 2022)

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Abstracts

Location-based services use the data related gathered from smartphones and mobile devices to deliver location based services. Key challenges such as high initial cost, and security and privacy of users' data significantly hamper the growth of the global location-based services market. Leading market players have been focusing on providing low-cost GPS-enabled smartphones and other mobile devices, which has significantly contributed growth of the market in the emerging economies. The incorporation of cloud computing, global navigation satellite system (GNSS), GPS, wireless technologies, advanced motion & temperature sensors, unmanned vehicles, and high precision cameras have further contributed to the wide spread adoption of the technology, globally.

Based on Component, the market is segmented into Hardware, Software, and Services. Services Type is further divided into Implementation, Consulting & Training, and Support & Maintenance. Based on Technology, market is segmented into GPS, Assisted-GPS, Enhanced-GPS, Enhanced Observed Time Difference, Observed Time Difference, Cell ID, Wi Fi, and Others. Based on Application, market is segmented into Location Based Advertising, Business Intelligence, Social Networking & Entertainment, Mapping & Navigation, Location Search & Information, and Others.

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

The report covers the analysis of key stake holders of the Location Based Services

market. Key companies profiled in the report include Google Inc., SAP SE, Microsoft Corporation, Oracle Corporation, HP Enterprise Company, IBM Corporation, Qualcomm Incorporated and Cisco Systems, Inc.

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