

# Europe 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. Competition has been growing steadily, as many vendors are offering location analytics tools and services at highly competitive prices. , The other factors majorly restraining the growth of the location analytics market are low connectivity and data integration and lack of experienced workforce. Competitive market has led to higher initial cost and lower returns on investment, restricting new market entrants into the market. Nevertheless, the rate of adoption among SME's is an opportunity for the existing players in the market to capitalize.

The report highlights the adoption of Location Analytics. Based on Application, the Europe 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 Europe Location Analytics market is bifurcated into Software and Services. Based on Location type, the Europe Location Analytics market is bifurcated into Indoor and Outdoor. Based on Organization Size, the Europe Location Analytics market is bifurcated into Large and Small & Medium Enterprises. Based on Vertical, the Europe 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, Europe Location Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant Country in the Europe Location Analytics market in 2015. Italy 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.

## Contents

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

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Location Analytics Market, by Application
  - 1.4.2 Europe Location Analytics Market, by Component Type
  - 1.4.3 Europe Location Analytics Market, by Location type
  - 1.4.4 Europe Location Analytics Market, by Organization Size
  - 1.4.5 Europe Location Analytics Market, by Application
  - 1.4.6 Europe Location Analytics Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. EXECUTIVE SUMMARY**

### **CHAPTER 3. MARKET OVERVIEW**

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
  - 3.2.1 Market Drivers
  - 3.2.2 Market Restraints

### **CHAPTER 4. EUROPE LOCATION ANALYTICS MARKET BY APPLICATION**

- 4.1 Introduction
- 4.2 Europe Location Analytics Risk Management Application Market By Country
- 4.3 Europe Location Analytics Emergency Response Management Application Market By Country
- 4.4 Europe Location Analytics Customer Experience Management Application Market By Country
- 4.5 Europe Location Analytics Remote Monitoring Application Market By Country
- 4.6 Europe Location Analytics Supply Chain Planning and Optimization Application Market By Country
- 4.7 Europe Location Analytics Sales and Marketing Optimization Application Market By Country
- 4.8 Europe Location Analytics Predictive Assets Management Application Market By

Country

4.9 Europe Location Analytics Inventory Management Application Market By Country

4.10 Europe Location Analytics Other Application Market By Country

## **CHAPTER 5. EUROPE LOCATION ANALYTICS MARKET BY COMPONENT TYPE**

5.1 Introduction

5.2 Europe Location Analytics Software Market By Country

5.2.1 Europe Location Analytics Software Market By Type

5.2.1.1 Europe Location Analytics Geocoding and Reverse Geocoding Software  
Market By Country

5.2.1.2 Europe Location Analytics Data Integration and Extract, Transform, and Load  
Software Market By Country

5.2.1.3 Europe Location Analytics Reporting and Visualization Software Market By  
Country

5.2.1.4 Europe Location Analytics Thematic Mapping and Spatial Analysis Software  
Market By Country

5.2.1.5 Europe Location Analytics Others Software Market By Country

5.3 Europe Location Analytics Services Market By Country

5.3.1 Europe Location Analytics Services Market By Type

5.3.1.1 Europe Location Analytics Consulting Services Market By Country

5.3.1.2 Europe Location Analytics System Integration and Deployment Services  
Market By Country

5.3.1.3 Europe Location Analytics Data Maintenance and Creation Services Market  
By Country

## **CHAPTER 6. EUROPE LOCATION ANALYTICS MARKET BY LOCATION TYPE**

6.1 Introduction

6.2 Europe Location Analytics for Outdoor Location Market By Country

6.3 Europe Location Analytics for Indoor Location Market By Country

## **CHAPTER 7. EUROPE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE**

7.1 Introduction

7.2 Europe Location Analytics for Large Enterprises Market By Country

7.3 Europe Location Analytics for Small & Medium Enterprises Market By Country

## **CHAPTER 8. EUROPE LOCATION ANALYTICS MARKET BY VERTICAL**

## 8.1 Introduction

### 8.2 Europe Location Analytics Market In BFSI Sector By Country

### 8.3 Europe Location Analytics Market In Retail Sector By Country

### 8.4 Europe Location Analytics Market In Manufacturing Sector By Country

### 8.5 Europe Location Analytics Market In Government and Defense Sector By Country

### 8.6 Europe Location Analytics Market In Telecom and IT Sector By Country

### 8.7 Europe Location Analytics Market In Healthcare Sector By Country

### 8.8 Europe Location Analytics Market In Transportation and Logistics Sector By Country

### 8.9 Europe Location Analytics Market In Media and Entertainment Sector By Country

### 8.10 Europe Location Analytics Market In Energy and Utilities Sector By Country

### 8.11 Europe Location Analytics Market In Other Sector By Country

## **CHAPTER 9. EUROPE LOCATION ANALYTICS MARKET BY COUNTRY**

## 9.1 Introduction

### 9.2 Germany Location Analytics Market

#### 9.2.1 Germany Location Analytics Market by Application

#### 9.2.2 Germany Location Analytics Market by Component Type

##### 9.2.2.1 Germany Location Analytics Software Market By Type

##### 9.2.2.2 Germany Location Analytics Services Market By Type

#### 9.2.3 Germany Location Analytics Market by Location Type

#### 9.2.4 Germany Location Analytics Market by Organization Size

#### 9.2.5 Germany Location Analytics Market by Vertical

### 9.3 UK Location Analytics Market

#### 9.3.1 UK Location Analytics Market by Application

#### 9.3.2 UK Location Analytics Market by Component Type

##### 9.3.2.1 UK Location Analytics Software Market By Type

##### 9.3.2.2 UK Location Analytics Services Market By Type

#### 9.3.3 UK Location Analytics Market by Location Type

#### 9.3.4 UK Location Analytics Market by Organization Size

#### 9.3.5 UK Location Analytics Market by Vertical

### 9.4 France Location Analytics Market

#### 9.4.1 France Location Analytics Market by Application

#### 9.4.2 France Location Analytics Market by Component Type

##### 9.4.2.1 France Location Analytics Software Market By Type

##### 9.4.2.2 France Location Analytics Services Market By Type

#### 9.4.3 France Location Analytics Market by Location Type

#### 9.4.4 France Location Analytics Market by Organization Size

- 9.4.5 France Location Analytics Market by Vertical
- 9.5 Russia Location Analytics Market
  - 9.5.1 Russia Location Analytics Market by Application
  - 9.5.2 Russia Location Analytics Market by Component Type
    - 9.5.2.1 Russia Location Analytics Software Market By Type
    - 9.5.2.2 Russia Location Analytics Services Market By Type
  - 9.5.3 Russia Location Analytics Market by Location Type
  - 9.5.4 Russia Location Analytics Market by Organization Size
  - 9.5.5 Russia Location Analytics Market by Vertical
- 9.6 Spain Location Analytics Market
  - 9.6.1 Spain Location Analytics Market by Application
  - 9.6.2 Spain Location Analytics Market by Component Type
    - 9.6.2.1 Spain Location Analytics Software Market By Type
    - 9.6.2.2 Spain Location Analytics Services Market By Type
  - 9.6.3 Spain Location Analytics Market by Location Type
  - 9.6.4 Spain Location Analytics Market by Organization Size
  - 9.6.5 Spain Location Analytics Market by Vertical
- 9.7 Italy Location Analytics Market
  - 9.7.1 Italy Location Analytics Market by Application
  - 9.7.2 Italy Location Analytics Market by Component Type
    - 9.7.2.1 Italy Location Analytics Software Market By Type
    - 9.7.2.2 Italy Location Analytics Services Market By Type
  - 9.7.3 Italy Location Analytics Market by Location Type
  - 9.7.4 Italy Location Analytics Market by Organization Size
  - 9.7.5 Italy Location Analytics Market by Vertical
- 9.8 Rest of Europe Location Analytics Market
  - 9.8.1 Rest of Europe Location Analytics Market by Application
  - 9.8.2 Rest of Europe Location Analytics Market by Component Type
    - 9.8.2.1 Rest of Europe Location Analytics Software Market By Type
    - 9.8.2.2 Rest of Europe Location Analytics Services Market By Type
  - 9.8.3 Rest of Europe Location Analytics Market by Location Type
  - 9.8.4 Rest of Europe Location Analytics Market by Organization Size
  - 9.8.5 Rest of Europe Location Analytics Market by Vertical

## **CHAPTER 10. COMPANY PROFILES**

- 10.1 IBM Corporation
  - 10.1.1 Company Overview
  - 10.1.2 Financial Analysis

- 10.1.3 Business Segment Analysis
- 10.1.4 Research and Development Cost
- 10.2 Microsoft Corporation
  - 10.2.1 Company Overview
  - 10.2.2 Financial Analysis
  - 10.2.3 Business Segment Analysis
  - 10.2.4 Research and Development Cost
- 10.3 Cisco Systems, Inc.
  - 10.3.1 Company Overview
  - 10.3.2 Financial Analysis
  - 10.3.3 Segmental Analysis
  - 10.3.4 Research & Development
- 10.4 HP Enterprise Company
  - 10.4.1 Company Overview
  - 10.4.2 Financial Analysis
  - 10.4.3 Segmental Analysis
  - 10.4.4 Research & Development
- 10.5 Google Inc.
  - 10.5.1 Company Overview
  - 10.5.2 Financial Analysis
  - 10.5.3 Business Segment and Regional Analysis
  - 10.5.4 Research and Development Cost
- 10.6 Oracle Corporation
  - 10.6.1 Company Overview
  - 10.6.2 Financial Analysis
  - 10.6.3 Business Segment and Regional Analysis
  - 10.6.4 Research and Development Cost
- 10.7 SAP SE
  - 10.7.1 Company Overview
  - 10.7.2 Financial Analysis
  - 10.7.3 Business Segment Analysis
  - 10.7.4 Research and Development Cost
- 10.8 SAS Institute Inc.
  - 10.8.1 Company Overview
  - 10.8.2 Financial Analysis
  - 10.8.3 Regional Analysis
  - 10.8.4 Research and Development Cost

## List Of Tables

### LIST OF TABLES:

Table 1 EUROPE LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 2 EUROPE LOCATION ANALYTICS MARKET APPLICATION, USD MILLION (2016-2022)

Table 3 EUROPE LOCATION ANALYTICS RISK MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 4 EUROPE LOCATION ANALYTICS RISK MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 5 EUROPE LOCATION ANALYTICS EMERGENCY RESPONSE MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 6 EUROPE LOCATION ANALYTICS EMERGENCY RESPONSE MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 7 EUROPE LOCATION ANALYTICS CUSTOMER EXPERIENCE MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 8 EUROPE LOCATION ANALYTICS CUSTOMER EXPERIENCE MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 9 EUROPE LOCATION ANALYTICS REMOTE MONITORING APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 10 EUROPE LOCATION ANALYTICS REMOTE MONITORING APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 11 EUROPE LOCATION ANALYTICS SUPPLY CHAIN PLANNING AND OPTIMIZATION APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 12 EUROPE LOCATION ANALYTICS SUPPLY CHAIN PLANNING AND OPTIMIZATION APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 13 EUROPE LOCATION ANALYTICS SALES AND MARKETING OPTIMIZATION APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 14 EUROPE LOCATION ANALYTICS SALES AND MARKETING OPTIMIZATION APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 15 EUROPE LOCATION ANALYTICS PREDICTIVE ASSETS MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 16 EUROPE LOCATION ANALYTICS PREDICTIVE ASSETS MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 17 EUROPE LOCATION ANALYTICS INVENTORY MANAGEMENT APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 18 EUROPE LOCATION ANALYTICS INVENTORY MANAGEMENT



APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 19 EUROPE LOCATION ANALYTICS OTHER APPLICATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 20 EUROPE LOCATION ANALYTICS OTHER APPLICATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 21 EUROPE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 22 EUROPE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 23 EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 24 EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 25 EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 26 EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 27 EUROPE LOCATION ANALYTICS GEOCODING AND REVERSE GEOCODING SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 28 EUROPE LOCATION ANALYTICS GEOCODING AND REVERSE GEOCODING SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 29 EUROPE LOCATION ANALYTICS DATA INTEGRATION AND EXTRACT, TRANSFORM, AND LOAD SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 30 EUROPE LOCATION ANALYTICS DATA INTEGRATION AND EXTRACT, TRANSFORM, AND LOAD SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 31 EUROPE LOCATION ANALYTICS REPORTING AND VISUALIZATION SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 32 EUROPE LOCATION ANALYTICS REPORTING AND VISUALIZATION SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 33 EUROPE LOCATION ANALYTICS THEMATIC MAPPING AND SPATIAL ANALYSIS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 34 EUROPE LOCATION ANALYTICS THEMATIC MAPPING AND SPATIAL ANALYSIS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 35 EUROPE LOCATION ANALYTICS OTHERS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 36 EUROPE LOCATION ANALYTICS OTHERS SOFTWARE MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 37 EUROPE LOCATION ANALYTICS SERVICES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 38 EUROPE LOCATION ANALYTICS SERVICES MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 39 EUROPE LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 40 EUROPE LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 41 EUROPE LOCATION ANALYTICS CONSULTING SERVICES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 42 EUROPE LOCATION ANALYTICS CONSULTING SERVICES MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 43 EUROPE LOCATION ANALYTICS SYSTEM INTEGRATION AND DEPLOYMENT SERVICES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 44 EUROPE LOCATION ANALYTICS SYSTEM INTEGRATION AND DEPLOYMENT SERVICES MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 45 EUROPE LOCATION ANALYTICS DATA MAINTENANCE AND CREATION SERVICES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 46 EUROPE LOCATION ANALYTICS DATA MAINTENANCE AND CREATION SERVICES MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 47 EUROPE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 48 EUROPE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 49 EUROPE LOCATION ANALYTICS FOR OUTDOOR LOCATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 50 EUROPE LOCATION ANALYTICS FOR OUTDOOR LOCATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 51 EUROPE LOCATION ANALYTICS FOR INDOOR LOCATION MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 52 EUROPE LOCATION ANALYTICS FOR INDOOR LOCATION MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 53 EUROPE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 54 EUROPE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 55 EUROPE LOCATION ANALYTICS FOR LARGE ENTERPRISES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 56 EUROPE LOCATION ANALYTICS FOR LARGE ENTERPRISES MARKET

BY COUNTRY, USD MILLION, (2016-2022)

Table 57 EUROPE LOCATION ANALYTICS FOR SMALL & MEDIUM ENTERPRISES MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 58 EUROPE LOCATION ANALYTICS FOR SMALL & MEDIUM ENTERPRISES MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 59 EUROPE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 60 EUROPE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 61 EUROPE LOCATION ANALYTICS MARKET IN BFSI SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 62 EUROPE LOCATION ANALYTICS MARKET IN BFSI SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 63 EUROPE LOCATION ANALYTICS MARKET IN RETAIL SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 64 EUROPE LOCATION ANALYTICS MARKET IN RETAIL SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 65 EUROPE LOCATION ANALYTICS MARKET IN MANUFACTURING SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 66 EUROPE LOCATION ANALYTICS MARKET IN MANUFACTURING SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 67 EUROPE LOCATION ANALYTICS MARKET IN GOVERNMENT AND DEFENSE SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 68 EUROPE LOCATION ANALYTICS MARKET IN GOVERNMENT AND DEFENSE SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 69 EUROPE LOCATION ANALYTICS MARKET IN TELECOM AND IT SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 70 EUROPE LOCATION ANALYTICS MARKET IN TELECOM AND IT SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 71 EUROPE LOCATION ANALYTICS MARKET IN HEALTHCARE SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 72 EUROPE LOCATION ANALYTICS MARKET IN HEALTHCARE SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 73 EUROPE LOCATION ANALYTICS MARKET IN TRANSPORTATION AND LOGISTICS SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 74 EUROPE LOCATION ANALYTICS MARKET IN TRANSPORTATION AND LOGISTICS SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 75 EUROPE LOCATION ANALYTICS MARKET IN MEDIA AND ENTERTAINMENT SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 76 EUROPE LOCATION ANALYTICS MARKET IN MEDIA AND ENTERTAINMENT SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 77 EUROPE LOCATION ANALYTICS MARKET IN ENERGY AND UTILITIES SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 78 EUROPE LOCATION ANALYTICS MARKET IN ENERGY AND UTILITIES SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 79 EUROPE LOCATION ANALYTICS MARKET IN OTHER SECTOR BY COUNTRY, USD MILLION, (2012-2015)

Table 80 EUROPE LOCATION ANALYTICS MARKET IN OTHER SECTOR BY COUNTRY, USD MILLION, (2016-2022)

Table 81 EUROPE LOCATION ANALYTICS MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 82 EUROPE LOCATION ANALYTICS MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 83 GERMANY LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 84 GERMANY LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2016-2022)

Table 85 GERMANY LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 86 GERMANY LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 87 GERMANY LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 88 GERMANY LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 89 GERMANY LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 90 GERMANY LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 91 GERMANY LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 92 GERMANY LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 93 GERMANY LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 94 GERMANY LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 95 GERMANY LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION

(2012-2015)

Table 96 GERMANY LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION  
(2016-2022)

Table 97 UK LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION  
(2012-2015)

Table 98 UK LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION  
(2016-2022)

Table 99 UK LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD  
MILLION (2012-2015)

Table 100 UK LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD  
MILLION (2016-2022)

Table 101 UK LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD  
MILLION, (2012-2015)

Table 102 UK LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD  
MILLION, (2016-2022)

Table 103 UK LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION,  
(2012-2015)

Table 104 UK LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION,  
(2016-2022)

Table 105 UK LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION  
(2012-2015)

Table 106 UK LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION  
(2016-2022)

Table 107 UK LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD  
MILLION (2012-2015)

Table 108 UK LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD  
MILLION (2016-2022)

Table 109 UK LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION  
(2012-2015)

Table 110 UK LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION  
(2016-2022)

Table 111 FRANCE LOCATION ANALYTICS MARKET BY APPLICATION, USD  
MILLION (2012-2015)

Table 112 FRANCE LOCATION ANALYTICS MARKET BY APPLICATION, USD  
MILLION (2016-2022)

Table 113 FRANCE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD  
MILLION (2012-2015)

Table 114 FRANCE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD  
MILLION (2016-2022)

Table 115 FRANCE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 116 FRANCE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 117 FRANCE LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 118 FRANCE LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 119 FRANCE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 120 FRANCE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 121 FRANCE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 122 FRANCE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 123 FRANCE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 124 FRANCE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 125 RUSSIA LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 126 RUSSIA LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2016-2022)

Table 127 RUSSIA LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 128 RUSSIA LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 129 RUSSIA LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 130 RUSSIA LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 131 RUSSIA LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 132 RUSSIA LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 133 RUSSIA LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 134 RUSSIA LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD

MILLION (2016-2022)

Table 135 RUSSIA LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 136 RUSSIA LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 137 RUSSIA LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 138 RUSSIA LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 139 SPAIN LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 140 SPAIN LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2016-2022)

Table 141 SPAIN LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 142 SPAIN LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 143 SPAIN LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 144 SPAIN LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 145 SPAIN LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 146 SPAIN LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 147 SPAIN LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 148 SPAIN LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 149 SPAIN LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 150 SPAIN LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 151 SPAIN LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 152 SPAIN LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 153 ITALY LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 154 ITALY LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2016-2022)

Table 155 ITALY LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 156 ITALY LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 157 ITALY LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 158 ITALY LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 159 ITALY LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2012-2015)

Table 160 ITALY LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 161 ITALY LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 162 ITALY LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 163 ITALY LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 164 ITALY LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 165 ITALY LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 166 ITALY LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 167 REST OF EUROPE LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

Table 168 REST OF EUROPE LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2016-2022)

Table 169 REST OF EUROPE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 170 REST OF EUROPE LOCATION ANALYTICS MARKET BY COMPONENT TYPE, USD MILLION (2016-2022)

Table 171 REST OF EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2012-2015)

Table 172 REST OF EUROPE LOCATION ANALYTICS SOFTWARE MARKET BY TYPE, USD MILLION, (2016-2022)

Table 173 REST OF EUROPE LOCATION ANALYTICS SERVICES MARKET BY



TYPE, USD MILLION, (2012-2015)

Table 174 REST OF EUROPE LOCATION ANALYTICS SERVICES MARKET BY TYPE, USD MILLION, (2016-2022)

Table 175 REST OF EUROPE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2012-2015)

Table 176 REST OF EUROPE LOCATION ANALYTICS MARKET BY LOCATION TYPE, USD MILLION (2016-2022)

Table 177 REST OF EUROPE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2012-2015)

Table 178 REST OF EUROPE LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE, USD MILLION (2016-2022)

Table 179 REST OF EUROPE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2012-2015)

Table 180 REST OF EUROPE LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION (2016-2022)

Table 181 KEY INFORMATION – IBM CORPORATION

Table 182 KEY INFORMATION - MICROSOFT CORPORATION

Table 183 KEY INFORMATION - CISCO SYSTEMS, INC.

Table 184 KEY INFORMATION - HP ENTERPRISE COMPANY

Table 185 KEY INFORMATION - GOOGLE INC.

Table 186 KEY INFORMATION – ORACLE CORPORATION

Table 187 KEY INFORMATION – SAP SE

Table 188 KEY INFORMATION – SAS INSTITUTE INC.

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