

Europe 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. Location-based advertising, business intelligence & analytics, social networking & entertainment, mapping & navigation, local search & information, and others including disaster management and emergency support are the applications of the global location-based services market. Growing demand for location-based services in e-commerce companies, food delivery & shopping apps, tourism websites, social networking apps, and others would further add to the growth of the location-based services market.

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, Europe Location Based Services market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant region in the Europe Location Based Services market in 2015. France and Russia 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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