

LAMEA 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. Location analytics services are also used in predictive analytics and asset management. The growing adoption of location analytics by Small and Medium Enterprises (SMEs) would drive the market during the forecast period. 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.

The report highlights the adoption of Location Analytics. Based on Application, the LAMEA 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 LAMEA Location Analytics market is bifurcated into Software and Services. Based on Location type, the LAMEA Location Analytics market is bifurcated into Indoor and Outdoor. Based on Organization Size, the LAMEA Location Analytics market is bifurcated into Large and Small & Medium Enterprises. Based on Vertical, the LAMEA 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, LAMEA Location Analytics market is segmented into Brazil, ARGENTINA, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. Brazil remained the dominant Country in the LAMEA Location Analytics market in 2015. Nigeria 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 LAMEA Location Analytics Market, by Application
 - 1.4.2 LAMEA Location Analytics Market, by Component Type
 - 1.4.3 LAMEA Location Analytics Market, by Location type
 - 1.4.4 LAMEA Location Analytics Market, by Organization Size
 - 1.4.5 LAMEA Location Analytics Market, by Application
 - 1.4.6 LAMEA 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. LAMEA LOCATION ANALYTICS MARKET BY APPLICATION

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

Country

4.9 LAMEA Location Analytics Inventory Management Application Market By Country

4.10 LAMEA Location Analytics Other Application Market By Country

CHAPTER 5. LAMEA LOCATION ANALYTICS MARKET BY COMPONENT TYPE

5.1 Introduction

5.2 LAMEA Location Analytics Software Market By Country

5.2.1 LAMEA Location Analytics Software Market By Type

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

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

5.2.1.3 LAMEA Location Analytics Reporting and Visualization Software Market By Country

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

5.2.1.5 LAMEA Location Analytics Others Software Market By Country

5.3 LAMEA Location Analytics Services Market By Country

5.3.1 LAMEA Location Analytics Services Market By Type

5.3.1.1 LAMEA Location Analytics Consulting Services Market By Country

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

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

CHAPTER 6. LAMEA LOCATION ANALYTICS MARKET BY LOCATION TYPE

6.1 Introduction

6.2 LAMEA Location Analytics for Outdoor Location Market By Country

6.3 LAMEA Location Analytics for Indoor Location Market By Country

CHAPTER 7. LAMEA LOCATION ANALYTICS MARKET BY ORGANIZATION SIZE

7.1 Introduction

7.2 LAMEA Location Analytics for Large Enterprises Market By Country

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

CHAPTER 8. LAMEA LOCATION ANALYTICS MARKET BY VERTICAL

- 8.1 Introduction
- 8.2 LAMEA Location Analytics Market In BFSI Sector By Country
- 8.3 LAMEA Location Analytics Market In Retail Sector By Country
- 8.4 LAMEA Location Analytics Market In Manufacturing Sector By Country
- 8.5 LAMEA Location Analytics Market In Government and Defense Sector By Country
- 8.6 LAMEA Location Analytics Market In Telecom and IT Sector By Country
- 8.7 LAMEA Location Analytics Market In Healthcare Sector By Country
- 8.8 LAMEA Location Analytics Market In Transportation and Logistics Sector By Country
- 8.9 LAMEA Location Analytics Market In Media and Entertainment Sector By Country
- 8.10 LAMEA Location Analytics Market In Energy and Utilities Sector By Country
- 8.11 LAMEA Location Analytics Market In Other Sector By Country

CHAPTER 9. LAMEA LOCATION ANALYTICS MARKET BY COUNTRY

- 9.1 Introduction
- 9.2 Brazil Location Analytics Market
 - 9.2.1 Brazil Location Analytics Market by Application
 - 9.2.2 Brazil Location Analytics Market by Component Type
 - 9.2.2.1 Brazil Location Analytics Software Market By Type
 - 9.2.2.2 Brazil Location Analytics Services Market By Type
 - 9.2.3 Brazil Location Analytics Market by Location Type
 - 9.2.4 Brazil Location Analytics Market by Organization Size
 - 9.2.5 Brazil Location Analytics Market by Vertical
- 9.3 Argentina Location Analytics Market
 - 9.3.1 Argentina Location Analytics Market by Application
 - 9.3.2 Argentina Location Analytics Market by Component Type
 - 9.3.2.1 Argentina Location Analytics Software Market By Type
 - 9.3.2.2 Argentina Location Analytics Services Market By Type
 - 9.3.3 Argentina Location Analytics Market by Location Type
 - 9.3.4 Argentina Location Analytics Market by Organization Size
 - 9.3.5 Argentina Location Analytics Market by Vertical
- 9.4 UAE Location Analytics Market
 - 9.4.1 UAE Location Analytics Market by Application
 - 9.4.2 UAE Location Analytics Market by Component Type
 - 9.4.2.1 UAE Location Analytics Software Market By Type
 - 9.4.2.2 UAE Location Analytics Services Market By Type
 - 9.4.3 UAE Location Analytics Market by Location Type

- 9.4.4 UAE Location Analytics Market by Organization Size
- 9.4.5 UAE Location Analytics Market by Vertical
- 9.5 Saudi Arabia Location Analytics Market
 - 9.5.1 Saudi Arabia Location Analytics Market by Application
 - 9.5.2 Saudi Arabia Location Analytics Market by Component Type
 - 9.5.2.1 Saudi Arabia Location Analytics Software Market By Type
 - 9.5.2.2 Saudi Arabia Location Analytics Services Market By Type
 - 9.5.3 Saudi Arabia Location Analytics Market by Location Type
 - 9.5.4 Saudi Arabia Location Analytics Market by Organization Size
 - 9.5.5 Saudi Arabia Location Analytics Market by Vertical
- 9.6 South Africa Location Analytics Market
 - 9.6.1 South Africa Location Analytics Market by Application
 - 9.6.2 South Africa Location Analytics Market by Component Type
 - 9.6.2.1 South Africa Location Analytics Software Market By Type
 - 9.6.2.2 South Africa Location Analytics Services Market By Type
 - 9.6.3 South Africa Location Analytics Market by Location Type
 - 9.6.4 South Africa Location Analytics Market by Organization Size
 - 9.6.5 South Africa Location Analytics Market by Vertical
- 9.7 Nigeria Location Analytics Market
 - 9.7.1 Nigeria Location Analytics Market by Application
 - 9.7.2 Nigeria Location Analytics Market by Component Type
 - 9.7.2.1 Nigeria Location Analytics Software Market By Type
 - 9.7.2.2 Nigeria Location Analytics Services Market By Type
 - 9.7.3 Nigeria Location Analytics Market by Location Type
 - 9.7.4 Nigeria Location Analytics Market by Organization Size
 - 9.7.5 Nigeria Location Analytics Market by Vertical
- 9.8 Rest of LAMEA Location Analytics Market
 - 9.8.1 Rest of LAMEA Location Analytics Market by Application
 - 9.8.2 Rest of LAMEA Location Analytics Market by Component Type
 - 9.8.2.1 Rest of LAMEA Location Analytics Software Market By Type
 - 9.8.2.2 Rest of LAMEA Location Analytics Services Market By Type
 - 9.8.3 Rest of LAMEA Location Analytics Market by Location Type
 - 9.8.4 Rest of LAMEA Location Analytics Market by Organization Size
 - 9.8.5 Rest of LAMEA 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 LAMEA LOCATION ANALYTICS MARKET BY APPLICATION, USD MILLION (2012-2015)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 18 LAMEA LOCATION ANALYTICS INVENTORY MANAGEMENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 56 LAMEA LOCATION ANALYTICS FOR LARGE ENTERPRISES MARKET BY

COUNTRY, USD MILLION, (2016-2022)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 95 BRAZIL LOCATION ANALYTICS MARKET BY VERTICAL, USD MILLION

(2012-2015)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 134 SAUDI ARABIA LOCATION ANALYTICS MARKET BY LOCATION TYPE,

USD MILLION (2016-2022)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 173 REST OF LAMEA LOCATION ANALYTICS SERVICES MARKET BY TYPE,

USD MILLION, (2012-2015)

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

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

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

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

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

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

Table 180 REST OF LAMEA 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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