

LAMEA 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. The adoption of LBS has widely grown across various verticals namely, the government & defense, media & entertainment, transportation, retail & e-commerce, healthcare, and others (education, BFSI, and healthcare). Government proactive initiatives to standardize defense technologies coupled with rapid urbanization & infrastructural developments in the emerging economies would further contribute to the market growth in the government & defense sector. Key challenges such as high initial cost, and security and privacy of users' data significantly hamper 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, LAMEA Location Based Services market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. Brazil remained the dominant region in the LAMEA Location Based Services market in 2015. UAE and Saudi Arabia 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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