

North America Digital Map Market Analysis (2017-2023)

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Abstracts

The North America Digital Map Market would witness market growth of 10.6% CAGR during the forecast period (2017 – 2023). The digital map is also called as cartography, which is an electronic map, and its operation is based on a combination of graphic elements, which are assigned to the maps in the form of electronic information. Digital maps are naturally harvested and processed into digital cartographic data. Growth in the adoption of wireless communication technology would contribute to the growth of the digital map market. Also, the adoption of the technology in geographic information systems, which is used in depicting crop yield and rotation cycles as well as forecasting loss of soil on farms from abrasion or bad use, would significantly benefit the market growth during the forecast period.

Based on Usage, the market report segments the market into Outdoor Application and Indoor Application. Outdoor Application includes Mobile & The Internet, Public Sector Agencies, Automotive Navigation, and Enterprises. Indoor Application includes Airport and Malls & Stores. Based on Functionality, the North America Digital Map market segments the market into GPS Navigation, Scientific, and Computerized. Based on Countries, the North America Digital Map market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the key stake holders of the North America Digital Map Market. Key companies profiled in the report include Apple, Inc., ARC Aerial Imaging Limited, ESRI, Google, Inc., HEREAOL (MapQuest), Micello, Inc., MiTAC Holdings Corporation, Nearmap Ltd., and TomTom NV.

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