

North America 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. Adoption of location-based services (LBS) has found great importance in the recent years. The wide spread adoption is majorly due to growing market penetration of smartphones, growth in social networking and mobile-based advertising, growth in deployment of 3G and 4G networks, and also due to growing demand for wearable devices. Location-based services are widely used in social networking, entertainment, location-based gaming, and augmented reality platforms. Different companies offer different location based services to enable users to update one's location on the website and share information, tips, and experiences. Additionally, LBS enables development of location-enabled games such as Pokemon Go and Ingress, which provide interactive user interfaces, and facilitate safe, confidential, and personal data exchange.

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, North America Location Based Services market is segmented into US, Canada, Mexico, and Rest of North America. US remained the dominant region in the North America Location Based Services market in 2015. Mexico and Canada 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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