

# 2018-2023 Global LBS Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global LBS market for 2018-2023.

Location-based services (LBS) use real-time geo-data from a mobile device or smartphone to provide information, entertainment or security. Some services allow consumers to 'check in' at restaurants, coffee shops, stores, concerts, and other places or events. Often, businesses offer a reward — prizes, coupons or discounts — to people who check in. Google Maps, Foursquare, GetGlue, Yelp and Facebook Places are among the more popular services.

Location-based services use a smartphone's GPS technology to track a person's location, if that person has opted-in to allow the service to do that. After a smartphone user opts-in, the service can identify his or her location down to a street address without the need for manual data entry.

Over the next five years, LPI(LP Information) projects that LBS will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of LBS market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

RTLS

GPS/AGPS

UWB

Wi-Fi

Segmentation by application:

Location-based navigation

Location-based search and advertising

Location-based infotainment

Location-based tracking

Analytics

Location-based games and augmented reality

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Alibaba Group

Apple

Foursquare

Google

HERE

Aisle411

Baidu

Dianping

Etisalat

Facebook

Intel

MazeMap

Micello

MTN Group

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## RESEARCH OBJECTIVES

To study and analyze the global LBS market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of LBS market by identifying its various subsegments.

Focuses on the key global LBS players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the LBS with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of LBS submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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