

# Global Active Geofencing Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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

According to our LPI (LP Information) latest study, the global Active Geofencing market size was valued at US\$ 732.7 million in 2023. With growing demand in downstream market, the Active Geofencing is forecast to a readjusted size of US\$ 3144.7 million by 2030 with a CAGR of 23.1% during review period.

The research report highlights the growth potential of the global Active Geofencing market. Active Geofencing are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Active Geofencing. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Active Geofencing market.

Geofencing is a technology that defines a virtual boundary around a real-world geographical area. In doing so, a radius of interest is established that can trigger an action in a geo-enabled phone or other portable electronic device.

The use of smartphones has enabled small- and medium-scale businesses to reach out to customers visiting their premises. Access to applications, like Google Earth, has allowed people to know about the nearby places. A small business uses geofencing to let the customers in the locality know about its new products and offers and retain them, if they visit the locality. The demand in this segment is increasing, particularly in developed and emerging countries, mainly in urban areas.

### Key Features:

The report on Active Geofencing market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Active Geofencing market. It may include historical data, market segmentation by Type (e.g., Fixed, Mobile), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Active Geofencing market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Active Geofencing market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Active Geofencing industry. This include advancements in Active Geofencing technology, Active Geofencing new entrants, Active Geofencing new investment, and other innovations that are shaping the future of Active Geofencing.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Active Geofencing market. It includes factors influencing customer ' purchasing decisions, preferences for Active Geofencing product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Active Geofencing market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Active Geofencing market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Active Geofencing market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Active Geofencing industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Active Geofencing market.

#### Market Segmentation:

Active Geofencing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

#### Segmentation by type

Fixed

Mobile

#### Segmentation by application

BFSI

Retail

Transportation and Logistics

Healthcare

Defense and Military

Industrial Manufacturing

Others

This report also splits the market by region:

#### Americas

United States

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia

India

Australia

#### Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Google

IBM

Microsoft

Samsung

Bluedot Innovation

Gimbal

Verve

Radar Labs

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Active Geofencing Market Size 2019-2030
  - 2.1.2 Active Geofencing Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Active Geofencing Segment by Type
  - 2.2.1 Fixed
  - 2.2.2 Mobile
- 2.3 Active Geofencing Market Size by Type
  - 2.3.1 Active Geofencing Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Active Geofencing Market Size Market Share by Type (2019-2024)
- 2.4 Active Geofencing Segment by Application
  - 2.4.1 BFSI
  - 2.4.2 Retail
  - 2.4.3 Transportation and Logistics
  - 2.4.4 Healthcare
  - 2.4.5 Defense and Military
  - 2.4.6 Industrial Manufacturing
  - 2.4.7 Others
- 2.5 Active Geofencing Market Size by Application
  - 2.5.1 Active Geofencing Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Active Geofencing Market Size Market Share by Application (2019-2024)

### 3 ACTIVE GEOFENCING MARKET SIZE BY PLAYER

- 3.1 Active Geofencing Market Size Market Share by Players

- 3.1.1 Global Active Geofencing Revenue by Players (2019-2024)
- 3.1.2 Global Active Geofencing Revenue Market Share by Players (2019-2024)
- 3.2 Global Active Geofencing Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 ACTIVE GEOFENCING BY REGIONS**

- 4.1 Active Geofencing Market Size by Regions (2019-2024)
- 4.2 Americas Active Geofencing Market Size Growth (2019-2024)
- 4.3 APAC Active Geofencing Market Size Growth (2019-2024)
- 4.4 Europe Active Geofencing Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Active Geofencing Market Size Growth (2019-2024)

## **5 AMERICAS**

- 5.1 Americas Active Geofencing Market Size by Country (2019-2024)
- 5.2 Americas Active Geofencing Market Size by Type (2019-2024)
- 5.3 Americas Active Geofencing Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Active Geofencing Market Size by Region (2019-2024)
- 6.2 APAC Active Geofencing Market Size by Type (2019-2024)
- 6.3 APAC Active Geofencing Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

## **7 EUROPE**

- 7.1 Europe Active Geofencing by Country (2019-2024)
- 7.2 Europe Active Geofencing Market Size by Type (2019-2024)
- 7.3 Europe Active Geofencing Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Active Geofencing by Region (2019-2024)
- 8.2 Middle East & Africa Active Geofencing Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Active Geofencing Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

## **10 GLOBAL ACTIVE GEOFENCING MARKET FORECAST**

- 10.1 Global Active Geofencing Forecast by Regions (2025-2030)
  - 10.1.1 Global Active Geofencing Forecast by Regions (2025-2030)
  - 10.1.2 Americas Active Geofencing Forecast
  - 10.1.3 APAC Active Geofencing Forecast
  - 10.1.4 Europe Active Geofencing Forecast
  - 10.1.5 Middle East & Africa Active Geofencing Forecast
- 10.2 Americas Active Geofencing Forecast by Country (2025-2030)
  - 10.2.1 United States Active Geofencing Market Forecast
  - 10.2.2 Canada Active Geofencing Market Forecast

- 10.2.3 Mexico Active Geofencing Market Forecast
- 10.2.4 Brazil Active Geofencing Market Forecast
- 10.3 APAC Active Geofencing Forecast by Region (2025-2030)
  - 10.3.1 China Active Geofencing Market Forecast
  - 10.3.2 Japan Active Geofencing Market Forecast
  - 10.3.3 Korea Active Geofencing Market Forecast
  - 10.3.4 Southeast Asia Active Geofencing Market Forecast
  - 10.3.5 India Active Geofencing Market Forecast
  - 10.3.6 Australia Active Geofencing Market Forecast
- 10.4 Europe Active Geofencing Forecast by Country (2025-2030)
  - 10.4.1 Germany Active Geofencing Market Forecast
  - 10.4.2 France Active Geofencing Market Forecast
  - 10.4.3 UK Active Geofencing Market Forecast
  - 10.4.4 Italy Active Geofencing Market Forecast
  - 10.4.5 Russia Active Geofencing Market Forecast
- 10.5 Middle East & Africa Active Geofencing Forecast by Region (2025-2030)
  - 10.5.1 Egypt Active Geofencing Market Forecast
  - 10.5.2 South Africa Active Geofencing Market Forecast
  - 10.5.3 Israel Active Geofencing Market Forecast
  - 10.5.4 Turkey Active Geofencing Market Forecast
  - 10.5.5 GCC Countries Active Geofencing Market Forecast
- 10.6 Global Active Geofencing Forecast by Type (2025-2030)
- 10.7 Global Active Geofencing Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

### **11.1 Google**

- 11.1.1 Google Company Information
- 11.1.2 Google Active Geofencing Product Offered
- 11.1.3 Google Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)
- 11.1.4 Google Main Business Overview
- 11.1.5 Google Latest Developments

### **11.2 IBM**

- 11.2.1 IBM Company Information
- 11.2.2 IBM Active Geofencing Product Offered
- 11.2.3 IBM Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)
- 11.2.4 IBM Main Business Overview
- 11.2.5 IBM Latest Developments

## 11.3 Microsoft

### 11.3.1 Microsoft Company Information

### 11.3.2 Microsoft Active Geofencing Product Offered

### 11.3.3 Microsoft Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)

### 11.3.4 Microsoft Main Business Overview

### 11.3.5 Microsoft Latest Developments

## 11.4 Samsung

### 11.4.1 Samsung Company Information

### 11.4.2 Samsung Active Geofencing Product Offered

### 11.4.3 Samsung Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)

### 11.4.4 Samsung Main Business Overview

### 11.4.5 Samsung Latest Developments

## 11.5 Bluedot Innovation

### 11.5.1 Bluedot Innovation Company Information

### 11.5.2 Bluedot Innovation Active Geofencing Product Offered

### 11.5.3 Bluedot Innovation Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)

### 11.5.4 Bluedot Innovation Main Business Overview

### 11.5.5 Bluedot Innovation Latest Developments

## 11.6 Gimbal

### 11.6.1 Gimbal Company Information

### 11.6.2 Gimbal Active Geofencing Product Offered

### 11.6.3 Gimbal Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)

### 11.6.4 Gimbal Main Business Overview

### 11.6.5 Gimbal Latest Developments

## 11.7 Verve

### 11.7.1 Verve Company Information

### 11.7.2 Verve Active Geofencing Product Offered

### 11.7.3 Verve Active Geofencing Revenue, Gross Margin and Market Share (2019-2024)

### 11.7.4 Verve Main Business Overview

### 11.7.5 Verve Latest Developments

## 11.8 Radar Labs

### 11.8.1 Radar Labs Company Information

### 11.8.2 Radar Labs Active Geofencing Product Offered

### 11.8.3 Radar Labs Active Geofencing Revenue, Gross Margin and Market Share

(2019-2024)

11.8.4 Radar Labs Main Business Overview

11.8.5 Radar Labs Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Active Geofencing Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Fixed

Table 3. Major Players of Mobile

Table 4. Active Geofencing Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Active Geofencing Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Active Geofencing Market Size Market Share by Type (2019-2024)

Table 7. Active Geofencing Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Active Geofencing Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Active Geofencing Market Size Market Share by Application (2019-2024)

Table 10. Global Active Geofencing Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Active Geofencing Revenue Market Share by Player (2019-2024)

Table 12. Active Geofencing Key Players Head office and Products Offered

Table 13. Active Geofencing Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Active Geofencing Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Active Geofencing Market Size Market Share by Regions (2019-2024)

Table 18. Global Active Geofencing Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Active Geofencing Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Active Geofencing Market Size by Country (2019-2024) & (\$ Millions)

Table 21. Americas Active Geofencing Market Size Market Share by Country (2019-2024)

Table 22. Americas Active Geofencing Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Active Geofencing Market Size Market Share by Type (2019-2024)

Table 24. Americas Active Geofencing Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Active Geofencing Market Size Market Share by Application

(2019-2024)

Table 26. APAC Active Geofencing Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Active Geofencing Market Size Market Share by Region (2019-2024)

Table 28. APAC Active Geofencing Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Active Geofencing Market Size Market Share by Type (2019-2024)

Table 30. APAC Active Geofencing Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Active Geofencing Market Size Market Share by Application (2019-2024)

Table 32. Europe Active Geofencing Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Active Geofencing Market Size Market Share by Country (2019-2024)

Table 34. Europe Active Geofencing Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Active Geofencing Market Size Market Share by Type (2019-2024)

Table 36. Europe Active Geofencing Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Active Geofencing Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Active Geofencing Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Active Geofencing Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Active Geofencing Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Active Geofencing Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Active Geofencing Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Active Geofencing Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Active Geofencing

Table 45. Key Market Challenges & Risks of Active Geofencing

Table 46. Key Industry Trends of Active Geofencing

Table 47. Global Active Geofencing Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Active Geofencing Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Active Geofencing Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Active Geofencing Market Size Forecast by Application (2025-2030) &

(\$ Millions)

Table 51. Google Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 52. Google Active Geofencing Product Offered

Table 53. Google Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Google Main Business

Table 55. Google Latest Developments

Table 56. IBM Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 57. IBM Active Geofencing Product Offered

Table 58. IBM Main Business

Table 59. IBM Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. IBM Latest Developments

Table 61. Microsoft Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 62. Microsoft Active Geofencing Product Offered

Table 63. Microsoft Main Business

Table 64. Microsoft Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 65. Microsoft Latest Developments

Table 66. Samsung Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 67. Samsung Active Geofencing Product Offered

Table 68. Samsung Main Business

Table 69. Samsung Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Samsung Latest Developments

Table 71. Bluedot Innovation Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 72. Bluedot Innovation Active Geofencing Product Offered

Table 73. Bluedot Innovation Main Business

Table 74. Bluedot Innovation Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Bluedot Innovation Latest Developments

Table 76. Gimbal Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 77. Gimbal Active Geofencing Product Offered

Table 78. Gimbal Main Business

Table 79. Gimbal Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Gimbal Latest Developments

Table 81. Verve Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 82. Verve Active Geofencing Product Offered

Table 83. Verve Main Business

Table 84. Verve Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. Verve Latest Developments

Table 86. Radar Labs Details, Company Type, Active Geofencing Area Served and Its Competitors

Table 87. Radar Labs Active Geofencing Product Offered

Table 88. Radar Labs Main Business

Table 89. Radar Labs Active Geofencing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Radar Labs Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Active Geofencing Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Active Geofencing Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Active Geofencing Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Active Geofencing Sales Market Share by Country/Region (2023)
- Figure 8. Active Geofencing Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Active Geofencing Market Size Market Share by Type in 2023
- Figure 10. Active Geofencing in BFSI
- Figure 11. Global Active Geofencing Market: BFSI (2019-2024) & (\$ Millions)
- Figure 12. Active Geofencing in Retail
- Figure 13. Global Active Geofencing Market: Retail (2019-2024) & (\$ Millions)
- Figure 14. Active Geofencing in Transportation and Logistics
- Figure 15. Global Active Geofencing Market: Transportation and Logistics (2019-2024) & (\$ Millions)
- Figure 16. Active Geofencing in Healthcare
- Figure 17. Global Active Geofencing Market: Healthcare (2019-2024) & (\$ Millions)
- Figure 18. Active Geofencing in Defense and Military
- Figure 19. Global Active Geofencing Market: Defense and Military (2019-2024) & (\$ Millions)
- Figure 20. Active Geofencing in Industrial Manufacturing
- Figure 21. Global Active Geofencing Market: Industrial Manufacturing (2019-2024) & (\$ Millions)
- Figure 22. Active Geofencing in Others
- Figure 23. Global Active Geofencing Market: Others (2019-2024) & (\$ Millions)
- Figure 24. Global Active Geofencing Market Size Market Share by Application in 2023
- Figure 25. Global Active Geofencing Revenue Market Share by Player in 2023
- Figure 26. Global Active Geofencing Market Size Market Share by Regions (2019-2024)
- Figure 27. Americas Active Geofencing Market Size 2019-2024 (\$ Millions)
- Figure 28. APAC Active Geofencing Market Size 2019-2024 (\$ Millions)
- Figure 29. Europe Active Geofencing Market Size 2019-2024 (\$ Millions)
- Figure 30. Middle East & Africa Active Geofencing Market Size 2019-2024 (\$ Millions)

- Figure 31. Americas Active Geofencing Value Market Share by Country in 2023
- Figure 32. United States Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 33. Canada Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 34. Mexico Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 35. Brazil Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 36. APAC Active Geofencing Market Size Market Share by Region in 2023
- Figure 37. APAC Active Geofencing Market Size Market Share by Type in 2023
- Figure 38. APAC Active Geofencing Market Size Market Share by Application in 2023
- Figure 39. China Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 40. Japan Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 41. Korea Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 42. Southeast Asia Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 43. India Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 44. Australia Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 45. Europe Active Geofencing Market Size Market Share by Country in 2023
- Figure 46. Europe Active Geofencing Market Size Market Share by Type (2019-2024)
- Figure 47. Europe Active Geofencing Market Size Market Share by Application (2019-2024)
- Figure 48. Germany Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 49. France Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 50. UK Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 51. Italy Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 52. Russia Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 53. Middle East & Africa Active Geofencing Market Size Market Share by Region (2019-2024)
- Figure 54. Middle East & Africa Active Geofencing Market Size Market Share by Type (2019-2024)
- Figure 55. Middle East & Africa Active Geofencing Market Size Market Share by Application (2019-2024)
- Figure 56. Egypt Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 57. South Africa Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 58. Israel Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 59. Turkey Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 60. GCC Country Active Geofencing Market Size Growth 2019-2024 (\$ Millions)
- Figure 61. Americas Active Geofencing Market Size 2025-2030 (\$ Millions)
- Figure 62. APAC Active Geofencing Market Size 2025-2030 (\$ Millions)
- Figure 63. Europe Active Geofencing Market Size 2025-2030 (\$ Millions)
- Figure 64. Middle East & Africa Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 65. United States Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 66. Canada Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 67. Mexico Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 68. Brazil Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 69. China Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 70. Japan Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 71. Korea Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 72. Southeast Asia Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 73. India Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 74. Australia Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 75. Germany Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 76. France Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 77. UK Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 78. Italy Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 79. Russia Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 80. Spain Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 81. Egypt Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 82. South Africa Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 83. Israel Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 84. Turkey Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 85. GCC Countries Active Geofencing Market Size 2025-2030 (\$ Millions)

Figure 86. Global Active Geofencing Market Size Market Share Forecast by Type (2025-2030)

Figure 87. Global Active Geofencing Market Size Market Share Forecast by Application (2025-2030)

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