

Global Geolocation Marketing Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G889A506AFE3EN.html>

Date: May 2026

Pages: 153

Price: US\$ 3,660.00 (Single User License)

ID: G889A506AFE3EN

Abstracts

The global Geolocation Marketing market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

United States market for Geolocation Marketing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Geolocation Marketing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Geolocation Marketing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Geolocation Marketing players cover Google, Microsoft, IBM, Cisco, Oracle, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Geolocation Marketing Industry Forecast' looks at past sales and reviews total world Geolocation Marketing sales in 2025, providing a comprehensive analysis by region and market sector of projected Geolocation Marketing sales for 2026 through 2032. With Geolocation Marketing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Geolocation Marketing industry.

This Insight Report provides a comprehensive analysis of the global Geolocation Marketing landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity.

This report also analyses the strategies of leading global companies with a focus on Geolocation Marketing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Geolocation Marketing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Geolocation Marketing and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Geolocation Marketing.

This report presents a comprehensive overview, market shares, and growth opportunities of Geolocation Marketing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Geolocation

Beacon

Geofence

Segmentation by Application:

Large Enterprise

SMEs

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

Microsoft

IBM

Cisco

Oracle

Adobe

Salesforce

ESRI

Ericsson

Qualcomm

Clout4Wi

HERE

Xtremecust

Sotiware AG

Plot Projects

Saksoft

HYP3R

Reveal Mobile

Galigeo

Navigine

Clever Tap

Airship

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 Geolocation Marketing Market Size (2021-2032)
 - 2.1.2 Geolocation Marketing Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Geolocation Marketing by Country/Region (2021, 2025 & 2032)
- 2.2 Geolocation Marketing Segment by Type
 - 2.2.1 Geolocation
 - 2.2.2 Beacon
 - 2.2.3 Geofence
 - 2.2.4 Geolocation Marketing Market Size by Type
 - 2.2.4.1 Geolocation Marketing Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global Geolocation Marketing Market Size Market Share by Type (2021-2026)
- 2.3 Geolocation Marketing Segment by Application
 - 2.3.1 Large Enterprise
 - 2.3.2 SMEs
 - 2.3.3 Geolocation Marketing Market Size by Application
 - 2.3.3.1 Geolocation Marketing Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Geolocation Marketing Market Size Market Share by Application (2021-2026)

3 GEOLOCATION MARKETING MARKET SIZE BY PLAYER

- 3.1 Geolocation Marketing Market Size Market Share by Player
 - 3.1.1 Global Geolocation Marketing Revenue by Player (2021-2026)
 - 3.1.2 Global Geolocation Marketing Revenue Market Share by Player (2021-2026)
- 3.2 Global Geolocation Marketing 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) & (2024-2026)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 GEOLOCATION MARKETING BY REGION

- 4.1 Geolocation Marketing Market Size by Region (2021-2026)
- 4.2 Global Geolocation Marketing Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Geolocation Marketing Market Size Growth (2021-2026)
- 4.4 APAC Geolocation Marketing Market Size Growth (2021-2026)
- 4.5 Europe Geolocation Marketing Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Geolocation Marketing Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Geolocation Marketing Market Size by Country (2021-2026)
- 5.2 Americas Geolocation Marketing Market Size by Type (2021-2026)
- 5.3 Americas Geolocation Marketing Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Geolocation Marketing Market Size by Region (2021-2026)
- 6.2 APAC Geolocation Marketing Market Size by Type (2021-2026)
- 6.3 APAC Geolocation Marketing Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Geolocation Marketing Market Size by Country (2021-2026)

7.2 Europe Geolocation Marketing Market Size by Type (2021-2026)

7.3 Europe Geolocation Marketing Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Geolocation Marketing by Region (2021-2026)

8.2 Middle East & Africa Geolocation Marketing Market Size by Type (2021-2026)

8.3 Middle East & Africa Geolocation Marketing Market Size by Application (2021-2026)

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 GEOLOCATION MARKETING MARKET FORECAST

10.1 Global Geolocation Marketing Forecast by Region (2027-2032)

10.1.1 Global Geolocation Marketing Forecast by Region (2027-2032)

10.1.2 Americas Geolocation Marketing Forecast

10.1.3 APAC Geolocation Marketing Forecast

10.1.4 Europe Geolocation Marketing Forecast

10.1.5 Middle East & Africa Geolocation Marketing Forecast

10.2 Americas Geolocation Marketing Forecast by Country (2027-2032)

- 10.2.1 United States Market Geolocation Marketing Forecast
- 10.2.2 Canada Market Geolocation Marketing Forecast
- 10.2.3 Mexico Market Geolocation Marketing Forecast
- 10.2.4 Brazil Market Geolocation Marketing Forecast
- 10.3 APAC Geolocation Marketing Forecast by Region (2027-2032)
 - 10.3.1 China Geolocation Marketing Market Forecast
 - 10.3.2 Japan Market Geolocation Marketing Forecast
 - 10.3.3 Korea Market Geolocation Marketing Forecast
 - 10.3.4 Southeast Asia Market Geolocation Marketing Forecast
 - 10.3.5 India Market Geolocation Marketing Forecast
 - 10.3.6 Australia Market Geolocation Marketing Forecast
- 10.4 Europe Geolocation Marketing Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Geolocation Marketing Forecast
 - 10.4.2 France Market Geolocation Marketing Forecast
 - 10.4.3 UK Market Geolocation Marketing Forecast
 - 10.4.4 Italy Market Geolocation Marketing Forecast
 - 10.4.5 Russia Market Geolocation Marketing Forecast
- 10.5 Middle East & Africa Geolocation Marketing Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Geolocation Marketing Forecast
 - 10.5.2 South Africa Market Geolocation Marketing Forecast
 - 10.5.3 Israel Market Geolocation Marketing Forecast
 - 10.5.4 Turkey Market Geolocation Marketing Forecast
- 10.6 Global Geolocation Marketing Forecast by Type (2027-2032)
- 10.7 Global Geolocation Marketing Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Geolocation Marketing Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Google
 - 11.1.1 Google Company Information
 - 11.1.2 Google Geolocation Marketing Product Offered
 - 11.1.3 Google Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Google Main Business Overview
 - 11.1.5 Google Latest Developments
- 11.2 Microsoft
 - 11.2.1 Microsoft Company Information
 - 11.2.2 Microsoft Geolocation Marketing Product Offered
 - 11.2.3 Microsoft Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.2.4 Microsoft Main Business Overview

11.2.5 Microsoft Latest Developments

11.3 IBM

11.3.1 IBM Company Information

11.3.2 IBM Geolocation Marketing Product Offered

11.3.3 IBM Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.3.4 IBM Main Business Overview

11.3.5 IBM Latest Developments

11.4 Cisco

11.4.1 Cisco Company Information

11.4.2 Cisco Geolocation Marketing Product Offered

11.4.3 Cisco Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.4.4 Cisco Main Business Overview

11.4.5 Cisco Latest Developments

11.5 Oracle

11.5.1 Oracle Company Information

11.5.2 Oracle Geolocation Marketing Product Offered

11.5.3 Oracle Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.5.4 Oracle Main Business Overview

11.5.5 Oracle Latest Developments

11.6 Adobe

11.6.1 Adobe Company Information

11.6.2 Adobe Geolocation Marketing Product Offered

11.6.3 Adobe Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.6.4 Adobe Main Business Overview

11.6.5 Adobe Latest Developments

11.7 Salesforce

11.7.1 Salesforce Company Information

11.7.2 Salesforce Geolocation Marketing Product Offered

11.7.3 Salesforce Geolocation Marketing Revenue, Gross Margin and Market Share

(2021-2026)

11.7.4 Salesforce Main Business Overview

11.7.5 Salesforce Latest Developments

11.8 ESRI

- 11.8.1 ESRI Company Information
- 11.8.2 ESRI Geolocation Marketing Product Offered
- 11.8.3 ESRI Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)
- 11.8.4 ESRI Main Business Overview
- 11.8.5 ESRI Latest Developments
- 11.9 Ericsson
 - 11.9.1 Ericsson Company Information
 - 11.9.2 Ericsson Geolocation Marketing Product Offered
 - 11.9.3 Ericsson Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.9.4 Ericsson Main Business Overview
 - 11.9.5 Ericsson Latest Developments
- 11.10 Qualcomm
 - 11.10.1 Qualcomm Company Information
 - 11.10.2 Qualcomm Geolocation Marketing Product Offered
 - 11.10.3 Qualcomm Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.10.4 Qualcomm Main Business Overview
 - 11.10.5 Qualcomm Latest Developments
- 11.11 Clout4Wi
 - 11.11.1 Clout4Wi Company Information
 - 11.11.2 Clout4Wi Geolocation Marketing Product Offered
 - 11.11.3 Clout4Wi Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.11.4 Clout4Wi Main Business Overview
 - 11.11.5 Clout4Wi Latest Developments
- 11.12 HERE
 - 11.12.1 HERE Company Information
 - 11.12.2 HERE Geolocation Marketing Product Offered
 - 11.12.3 HERE Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.12.4 HERE Main Business Overview
 - 11.12.5 HERE Latest Developments
- 11.13 Xtremecust
 - 11.13.1 Xtremecust Company Information
 - 11.13.2 Xtremecust Geolocation Marketing Product Offered
 - 11.13.3 Xtremecust Geolocation Marketing Revenue, Gross Margin and Market Share
(2021-2026)

- 11.13.4 Xtremecust Main Business Overview
- 11.13.5 Xtremecust Latest Developments
- 11.14 Sotiware AG
 - 11.14.1 Sotiware AG Company Information
 - 11.14.2 Sotiware AG Geolocation Marketing Product Offered
 - 11.14.3 Sotiware AG Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Sotiware AG Main Business Overview
 - 11.14.5 Sotiware AG Latest Developments
- 11.15 Plot Projects
 - 11.15.1 Plot Projects Company Information
 - 11.15.2 Plot Projects Geolocation Marketing Product Offered
 - 11.15.3 Plot Projects Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Plot Projects Main Business Overview
 - 11.15.5 Plot Projects Latest Developments
- 11.16 Saksoft
 - 11.16.1 Saksoft Company Information
 - 11.16.2 Saksoft Geolocation Marketing Product Offered
 - 11.16.3 Saksoft Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Saksoft Main Business Overview
 - 11.16.5 Saksoft Latest Developments
- 11.17 HYP3R
 - 11.17.1 HYP3R Company Information
 - 11.17.2 HYP3R Geolocation Marketing Product Offered
 - 11.17.3 HYP3R Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 HYP3R Main Business Overview
 - 11.17.5 HYP3R Latest Developments
- 11.18 Reveal Mobile
 - 11.18.1 Reveal Mobile Company Information
 - 11.18.2 Reveal Mobile Geolocation Marketing Product Offered
 - 11.18.3 Reveal Mobile Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Reveal Mobile Main Business Overview
 - 11.18.5 Reveal Mobile Latest Developments
- 11.19 Galigeo
 - 11.19.1 Galigeo Company Information

- 11.19.2 Galigeo Geolocation Marketing Product Offered
- 11.19.3 Galigeo Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
- 11.19.4 Galigeo Main Business Overview
- 11.19.5 Galigeo Latest Developments
- 11.20 Navigine
 - 11.20.1 Navigine Company Information
 - 11.20.2 Navigine Geolocation Marketing Product Offered
 - 11.20.3 Navigine Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.20.4 Navigine Main Business Overview
 - 11.20.5 Navigine Latest Developments
- 11.21 Clever Tap
 - 11.21.1 Clever Tap Company Information
 - 11.21.2 Clever Tap Geolocation Marketing Product Offered
 - 11.21.3 Clever Tap Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.21.4 Clever Tap Main Business Overview
 - 11.21.5 Clever Tap Latest Developments
- 11.22 Airship
 - 11.22.1 Airship Company Information
 - 11.22.2 Airship Geolocation Marketing Product Offered
 - 11.22.3 Airship Geolocation Marketing Revenue, Gross Margin and Market Share (2021-2026)
 - 11.22.4 Airship Main Business Overview
 - 11.22.5 Airship Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Geolocation Marketing Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Geolocation Marketing Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Geolocation

Table 4. Major Players of Beacon

Table 5. Major Players of Geofence

Table 6. Geolocation Marketing Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 7. Global Geolocation Marketing Market Size by Type (2021-2026) & (\$ millions)

Table 8. Global Geolocation Marketing Market Size Market Share by Type (2021-2026)

Table 9. Geolocation Marketing Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 10. Global Geolocation Marketing Market Size by Application (2021-2026) & (\$ millions)

Table 11. Global Geolocation Marketing Market Size Market Share by Application (2021-2026)

Table 12. Global Geolocation Marketing Revenue by Player (2021-2026) & (\$ millions)

Table 13. Global Geolocation Marketing Revenue Market Share by Player (2021-2026)

Table 14. Geolocation Marketing Key Players Head office and Products Offered

Table 15. Geolocation Marketing Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 16. New Products and Potential Entrants

Table 17. Mergers & Acquisitions, Expansion

Table 18. Global Geolocation Marketing Market Size by Region (2021-2026) & (\$ millions)

Table 19. Global Geolocation Marketing Market Size Market Share by Region (2021-2026)

Table 20. Global Geolocation Marketing Revenue by Country/Region (2021-2026) & (\$ millions)

Table 21. Global Geolocation Marketing Revenue Market Share by Country/Region (2021-2026)

Table 22. Americas Geolocation Marketing Market Size by Country (2021-2026) & (\$ millions)

Table 23. Americas Geolocation Marketing Market Size Market Share by Country

(2021-2026)

Table 24. Americas Geolocation Marketing Market Size by Type (2021-2026) & (\$ millions)

Table 25. Americas Geolocation Marketing Market Size Market Share by Type (2021-2026)

Table 26. Americas Geolocation Marketing Market Size by Application (2021-2026) & (\$ millions)

Table 27. Americas Geolocation Marketing Market Size Market Share by Application (2021-2026)

Table 28. APAC Geolocation Marketing Market Size by Region (2021-2026) & (\$ millions)

Table 29. APAC Geolocation Marketing Market Size Market Share by Region (2021-2026)

Table 30. APAC Geolocation Marketing Market Size by Type (2021-2026) & (\$ millions)

Table 31. APAC Geolocation Marketing Market Size by Application (2021-2026) & (\$ millions)

Table 32. Europe Geolocation Marketing Market Size by Country (2021-2026) & (\$ millions)

Table 33. Europe Geolocation Marketing Market Size Market Share by Country (2021-2026)

Table 34. Europe Geolocation Marketing Market Size by Type (2021-2026) & (\$ millions)

Table 35. Europe Geolocation Marketing Market Size by Application (2021-2026) & (\$ millions)

Table 36. Middle East & Africa Geolocation Marketing Market Size by Region (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Geolocation Marketing Market Size by Type (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Geolocation Marketing Market Size by Application (2021-2026) & (\$ millions)

Table 39. Key Market Drivers & Growth Opportunities of Geolocation Marketing

Table 40. Key Market Challenges & Risks of Geolocation Marketing

Table 41. Key Industry Trends of Geolocation Marketing

Table 42. Global Geolocation Marketing Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 43. Global Geolocation Marketing Market Size Market Share Forecast by Region (2027-2032)

Table 44. Global Geolocation Marketing Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 45. Global Geolocation Marketing Market Size Forecast by Application (2027-2032) & (\$ millions)
Table 46. Google Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 47. Google Geolocation Marketing Product Offered
Table 48. Google Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 49. Google Main Business
Table 50. Google Latest Developments
Table 51. Microsoft Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 52. Microsoft Geolocation Marketing Product Offered
Table 53. Microsoft Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 54. Microsoft Main Business
Table 55. Microsoft Latest Developments
Table 56. IBM Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 57. IBM Geolocation Marketing Product Offered
Table 58. IBM Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 59. IBM Main Business
Table 60. IBM Latest Developments
Table 61. Cisco Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 62. Cisco Geolocation Marketing Product Offered
Table 63. Cisco Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 64. Cisco Main Business
Table 65. Cisco Latest Developments
Table 66. Oracle Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 67. Oracle Geolocation Marketing Product Offered
Table 68. Oracle Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 69. Oracle Main Business
Table 70. Oracle Latest Developments
Table 71. Adobe Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 72. Adobe Geolocation Marketing Product Offered
Table 73. Adobe Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 74. Adobe Main Business
Table 75. Adobe Latest Developments
Table 76. Salesforce Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 77. Salesforce Geolocation Marketing Product Offered
Table 78. Salesforce Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 79. Salesforce Main Business
Table 80. Salesforce Latest Developments
Table 81. ESRI Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 82. ESRI Geolocation Marketing Product Offered
Table 83. ESRI Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 84. ESRI Main Business
Table 85. ESRI Latest Developments
Table 86. Ericsson Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 87. Ericsson Geolocation Marketing Product Offered
Table 88. Ericsson Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 89. Ericsson Main Business
Table 90. Ericsson Latest Developments
Table 91. Qualcomm Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 92. Qualcomm Geolocation Marketing Product Offered
Table 93. Qualcomm Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 94. Qualcomm Main Business
Table 95. Qualcomm Latest Developments
Table 96. Clout4Wi Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 97. Clout4Wi Geolocation Marketing Product Offered
Table 98. Clout4Wi Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 99. Clout4Wi Main Business

Table 100. Clout4Wi Latest Developments
Table 101. HERE Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 102. HERE Geolocation Marketing Product Offered
Table 103. HERE Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 104. HERE Main Business
Table 105. HERE Latest Developments
Table 106. Xtremecust Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 107. Xtremecust Geolocation Marketing Product Offered
Table 108. Xtremecust Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 109. Xtremecust Main Business
Table 110. Xtremecust Latest Developments
Table 111. Sotiware AG Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 112. Sotiware AG Geolocation Marketing Product Offered
Table 113. Sotiware AG Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 114. Sotiware AG Main Business
Table 115. Sotiware AG Latest Developments
Table 116. Plot Projects Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 117. Plot Projects Geolocation Marketing Product Offered
Table 118. Plot Projects Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 119. Plot Projects Main Business
Table 120. Plot Projects Latest Developments
Table 121. Saksoft Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 122. Saksoft Geolocation Marketing Product Offered
Table 123. Saksoft Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 124. Saksoft Main Business
Table 125. Saksoft Latest Developments
Table 126. HYP3R Details, Company Type, Geolocation Marketing Area Served and Its Competitors
Table 127. HYP3R Geolocation Marketing Product Offered

Table 128. HYP3R Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. HYP3R Main Business

Table 130. HYP3R Latest Developments

Table 131. Reveal Mobile Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 132. Reveal Mobile Geolocation Marketing Product Offered

Table 133. Reveal Mobile Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 134. Reveal Mobile Main Business

Table 135. Reveal Mobile Latest Developments

Table 136. Galigeo Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 137. Galigeo Geolocation Marketing Product Offered

Table 138. Galigeo Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. Galigeo Main Business

Table 140. Galigeo Latest Developments

Table 141. Navigine Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 142. Navigine Geolocation Marketing Product Offered

Table 143. Navigine Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. Navigine Main Business

Table 145. Navigine Latest Developments

Table 146. Clever Tap Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 147. Clever Tap Geolocation Marketing Product Offered

Table 148. Clever Tap Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Clever Tap Main Business

Table 150. Clever Tap Latest Developments

Table 151. Airship Details, Company Type, Geolocation Marketing Area Served and Its Competitors

Table 152. Airship Geolocation Marketing Product Offered

Table 153. Airship Geolocation Marketing Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 154. Airship Main Business

Table 155. Airship Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Geolocation Marketing Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Geolocation Marketing Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Geolocation Marketing Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Geolocation Marketing Sales Market Share by Country/Region (2025)

Figure 8. Geolocation Marketing Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Geolocation Marketing Market Size Market Share by Type in 2025

Figure 10. Geolocation Marketing in Large Enterprise

Figure 11. Global Geolocation Marketing Market: Large Enterprise (2021-2026) & (\$ millions)

Figure 12. Geolocation Marketing in SMEs

Figure 13. Global Geolocation Marketing Market: SMEs (2021-2026) & (\$ millions)

Figure 14. Global Geolocation Marketing Market Size Market Share by Application in 2025

Figure 15. Global Geolocation Marketing Revenue Market Share by Player in 2025

Figure 16. Global Geolocation Marketing Market Size Market Share by Region (2021-2026)

Figure 17. Americas Geolocation Marketing Market Size 2021-2026 (\$ millions)

Figure 18. APAC Geolocation Marketing Market Size 2021-2026 (\$ millions)

Figure 19. Europe Geolocation Marketing Market Size 2021-2026 (\$ millions)

Figure 20. Middle East & Africa Geolocation Marketing Market Size 2021-2026 (\$ millions)

Figure 21. Americas Geolocation Marketing Value Market Share by Country in 2025

Figure 22. United States Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 23. Canada Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 24. Mexico Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 25. Brazil Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 26. APAC Geolocation Marketing Market Size Market Share by Region in 2025

Figure 27. APAC Geolocation Marketing Market Size Market Share by Type

(2021-2026)

Figure 28. APAC Geolocation Marketing Market Size Market Share by Application (2021-2026)

Figure 29. China Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 30. Japan Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 31. South Korea Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 32. Southeast Asia Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 33. India Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 34. Australia Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 35. Europe Geolocation Marketing Market Size Market Share by Country in 2025

Figure 36. Europe Geolocation Marketing Market Size Market Share by Type (2021-2026)

Figure 37. Europe Geolocation Marketing Market Size Market Share by Application (2021-2026)

Figure 38. Germany Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 39. France Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 40. UK Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 41. Italy Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 42. Russia Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Geolocation Marketing Market Size Market Share by Region (2021-2026)

Figure 44. Middle East & Africa Geolocation Marketing Market Size Market Share by Type (2021-2026)

Figure 45. Middle East & Africa Geolocation Marketing Market Size Market Share by Application (2021-2026)

Figure 46. Egypt Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 47. South Africa Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 48. Israel Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 49. Turkey Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 50. GCC Countries Geolocation Marketing Market Size Growth 2021-2026 (\$ millions)

Figure 51. Americas Geolocation Marketing Market Size 2027-2032 (\$ millions)

Figure 52. APAC Geolocation Marketing Market Size 2027-2032 (\$ millions)

Figure 53. Europe Geolocation Marketing Market Size 2027-2032 (\$ millions)

Figure 54. Middle East & Africa Geolocation Marketing Market Size 2027-2032 (\$ millions)

- Figure 55. United States Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 56. Canada Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 57. Mexico Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 58. Brazil Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 59. China Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 60. Japan Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 61. Korea Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 62. Southeast Asia Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 63. India Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 64. Australia Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 65. Germany Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 66. France Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 67. UK Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 68. Italy Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 69. Russia Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 70. Egypt Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 71. South Africa Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 72. Israel Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 73. Turkey Geolocation Marketing Market Size 2027-2032 (\$ millions)
- Figure 74. Global Geolocation Marketing Market Size Market Share Forecast by Type (2027-2032)
- Figure 75. Global Geolocation Marketing Market Size Market Share Forecast by Application (2027-2032)
- Figure 76. GCC Countries Geolocation Marketing Market Size 2027-2032 (\$ millions)

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