

Global LBS Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global LBS market size was valued at US\$ 22240 million in 2023. With growing demand in downstream market, the LBS is forecast to a readjusted size of US\$ 92130 million by 2030 with a CAGR of 22.5% during review period.

The research report highlights the growth potential of the global LBS market. LBS 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 LBS. 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 LBS market.

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.

Key Features:

The report on LBS 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 LBS market. It may include historical data, market segmentation by Technology (e.g., GPS, Assisted GPS (A-GPS)), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the LBS 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 LBS 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 LBS industry. This include advancements in LBS technology, LBS new entrants, LBS new investment, and other innovations that are shaping the future of LBS.

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

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the LBS market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting LBS 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 LBS market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research

report provide market forecasts and outlook for the LBS 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 LBS market.

Market Segmentation:

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

Segmentation by technology

GPS

Assisted GPS (A-GPS)

Enhanced GPS (E-GPS)

Wi-Fi

Others

Segmentation by application

Transportation & Logistics

Manufacturing

Government & Public Utilities

Retail

Healthcare & Life Sciences

IT & Telecom

BFSI

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.

Alibaba Group

Apple

Foursquare

Google

HERE

Aisle411

Baidu

Dianping

Etisalat

Facebook

Intel

MazeMap

Micello

MTN Group

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