

Global Local Search Engine Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Local Search Engine 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.

Local search engines are designed to help users find businesses, services, and other points of interest within a specific geographical area. They focus on providing relevant local information, such as business hours, addresses, reviews, and contact details. Here are some popular local search engines and platforms:

- Google Maps:** Google Maps is one of the most widely used local search platforms. It provides detailed information about local businesses, including user reviews, photos, contact information, and directions.
- Yelp:** Yelp specializes in local business reviews and recommendations. Users can find information about restaurants, shops, services, and other local businesses, along with ratings and reviews from other users.
- Bing Places for Business:** Bing's local search feature allows users to find businesses in their area. Businesses can create profiles to provide information, photos, and updates to attract local customers.
- Apple Maps:** Apple Maps provides local search capabilities similar to Google Maps, including business information, user reviews, and navigation. It is integrated into all Apple devices.
- Foursquare:** Foursquare helps users discover local businesses, restaurants, and attractions. It provides user reviews, photos, and tips about various locations.
- TripAdvisor:** While primarily known for travel and tourism, TripAdvisor offers extensive local business information, including restaurants, hotels, and attractions, along with user reviews and ratings.
- Yellow Pages:** The digital version of the traditional phone directory, Yellow Pages, provides local search capabilities for finding businesses and services within a specific area.
- Nextdoor:** Nextdoor is a neighborhood-focused social network that includes local business recommendations and classifieds. It connects neighbors to share information and recommendations about local services and businesses.
- Facebook Local:** Facebook's local search feature allows users to find

businesses, events, and services in their area. Business pages provide details, reviews, and contact information.

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

Global key Local Search Engine players cover Google, Yelp, Bing Places, Apple, Facebook, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Local Search Engine 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 Local Search Engine portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Local Search Engine market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Local Search Engine 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 Local Search Engine.

This report presents a comprehensive overview, market shares, and growth

opportunities of Local Search Engine market by product type, application, key players and key regions and countries.

Segmentation by Type:

Business Directories

Review Platforms

Mapping Services

Social Discovery Platforms

Others

Segmentation by Application:

Individual Users

Business Users

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

Yelp

Bing Places

Apple

Facebook

Angie's List

Yellow Pages

Superpages

Citysearch

Foursquare

Local.com

DexKnows

Manta

Whitepages

MerchantCircle

Thumbtack

HomeAdvisor

Nextdoor

Zomato

TripAdvisor

Groupon

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 Local Search Engine Market Size (2021-2032)
 - 2.1.2 Local Search Engine Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Local Search Engine by Country/Region (2021, 2025 & 2032)
- 2.2 Local Search Engine Segment by Type
 - 2.2.1 Business Directories
 - 2.2.2 Review Platforms
 - 2.2.3 Mapping Services
 - 2.2.4 Social Discovery Platforms
 - 2.2.5 Others
 - 2.2.6 Local Search Engine Market Size by Type
 - 2.2.6.1 Local Search Engine Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.6.2 Global Local Search Engine Market Size Market Share by Type (2021-2026)
- 2.3 Local Search Engine Segment by Application
 - 2.3.1 Individual Users
 - 2.3.2 Business Users
 - 2.3.3 Local Search Engine Market Size by Application
 - 2.3.3.1 Local Search Engine Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Local Search Engine Market Size Market Share by Application (2021-2026)

3 LOCAL SEARCH ENGINE MARKET SIZE BY PLAYER

- 3.1 Local Search Engine Market Size Market Share by Player
 - 3.1.1 Global Local Search Engine Revenue by Player (2021-2026)
 - 3.1.2 Global Local Search Engine Revenue Market Share by Player (2021-2026)
- 3.2 Global Local Search Engine 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 LOCAL SEARCH ENGINE BY REGION

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

5 AMERICAS

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

6 APAC

- 6.1 APAC Local Search Engine Market Size by Region (2021-2026)
- 6.2 APAC Local Search Engine Market Size by Type (2021-2026)
- 6.3 APAC Local Search Engine 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 Local Search Engine Market Size by Country (2021-2026)

7.2 Europe Local Search Engine Market Size by Type (2021-2026)

7.3 Europe Local Search Engine 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 Local Search Engine by Region (2021-2026)

8.2 Middle East & Africa Local Search Engine Market Size by Type (2021-2026)

8.3 Middle East & Africa Local Search Engine 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 LOCAL SEARCH ENGINE MARKET FORECAST

10.1 Global Local Search Engine Forecast by Region (2027-2032)

10.1.1 Global Local Search Engine Forecast by Region (2027-2032)

10.1.2 Americas Local Search Engine Forecast

10.1.3 APAC Local Search Engine Forecast

10.1.4 Europe Local Search Engine Forecast

10.1.5 Middle East & Africa Local Search Engine Forecast

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

11 KEY PLAYERS ANALYSIS

- 11.1 Google
 - 11.1.1 Google Company Information
 - 11.1.2 Google Local Search Engine Product Offered
 - 11.1.3 Google Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Google Main Business Overview
 - 11.1.5 Google Latest Developments
- 11.2 Yelp
 - 11.2.1 Yelp Company Information
 - 11.2.2 Yelp Local Search Engine Product Offered

- 11.2.3 Yelp Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
- 11.2.4 Yelp Main Business Overview
- 11.2.5 Yelp Latest Developments
- 11.3 Bing Places
 - 11.3.1 Bing Places Company Information
 - 11.3.2 Bing Places Local Search Engine Product Offered
 - 11.3.3 Bing Places Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.3.4 Bing Places Main Business Overview
 - 11.3.5 Bing Places Latest Developments
- 11.4 Apple
 - 11.4.1 Apple Company Information
 - 11.4.2 Apple Local Search Engine Product Offered
 - 11.4.3 Apple Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.4.4 Apple Main Business Overview
 - 11.4.5 Apple Latest Developments
- 11.5 Facebook
 - 11.5.1 Facebook Company Information
 - 11.5.2 Facebook Local Search Engine Product Offered
 - 11.5.3 Facebook Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.5.4 Facebook Main Business Overview
 - 11.5.5 Facebook Latest Developments
- 11.6 Angie's List
 - 11.6.1 Angie's List Company Information
 - 11.6.2 Angie's List Local Search Engine Product Offered
 - 11.6.3 Angie's List Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.6.4 Angie's List Main Business Overview
 - 11.6.5 Angie's List Latest Developments
- 11.7 Yellow Pages
 - 11.7.1 Yellow Pages Company Information
 - 11.7.2 Yellow Pages Local Search Engine Product Offered
 - 11.7.3 Yellow Pages Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.7.4 Yellow Pages Main Business Overview
 - 11.7.5 Yellow Pages Latest Developments

11.8 Superpages

11.8.1 Superpages Company Information

11.8.2 Superpages Local Search Engine Product Offered

11.8.3 Superpages Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Superpages Main Business Overview

11.8.5 Superpages Latest Developments

11.9 Citysearch

11.9.1 Citysearch Company Information

11.9.2 Citysearch Local Search Engine Product Offered

11.9.3 Citysearch Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Citysearch Main Business Overview

11.9.5 Citysearch Latest Developments

11.10 Foursquare

11.10.1 Foursquare Company Information

11.10.2 Foursquare Local Search Engine Product Offered

11.10.3 Foursquare Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Foursquare Main Business Overview

11.10.5 Foursquare Latest Developments

11.11 Local.com

11.11.1 Local.com Company Information

11.11.2 Local.com Local Search Engine Product Offered

11.11.3 Local.com Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Local.com Main Business Overview

11.11.5 Local.com Latest Developments

11.12 DexKnows

11.12.1 DexKnows Company Information

11.12.2 DexKnows Local Search Engine Product Offered

11.12.3 DexKnows Local Search Engine Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 DexKnows Main Business Overview

11.12.5 DexKnows Latest Developments

11.13 Manta

11.13.1 Manta Company Information

11.13.2 Manta Local Search Engine Product Offered

11.13.3 Manta Local Search Engine Revenue, Gross Margin and Market Share

(2021-2026)

11.13.4 Manta Main Business Overview

11.13.5 Manta Latest Developments

11.14 Whitepages

11.14.1 Whitepages Company Information

11.14.2 Whitepages Local Search Engine Product Offered

11.14.3 Whitepages Local Search Engine Revenue, Gross Margin and Market Share

(2021-2026)

11.14.4 Whitepages Main Business Overview

11.14.5 Whitepages Latest Developments

11.15 MerchantCircle

11.15.1 MerchantCircle Company Information

11.15.2 MerchantCircle Local Search Engine Product Offered

11.15.3 MerchantCircle Local Search Engine Revenue, Gross Margin and Market

Share (2021-2026)

11.15.4 MerchantCircle Main Business Overview

11.15.5 MerchantCircle Latest Developments

11.16 Thumbtack

11.16.1 Thumbtack Company Information

11.16.2 Thumbtack Local Search Engine Product Offered

11.16.3 Thumbtack Local Search Engine Revenue, Gross Margin and Market Share

(2021-2026)

11.16.4 Thumbtack Main Business Overview

11.16.5 Thumbtack Latest Developments

11.17 HomeAdvisor

11.17.1 HomeAdvisor Company Information

11.17.2 HomeAdvisor Local Search Engine Product Offered

11.17.3 HomeAdvisor Local Search Engine Revenue, Gross Margin and Market Share

(2021-2026)

11.17.4 HomeAdvisor Main Business Overview

11.17.5 HomeAdvisor Latest Developments

11.18 Nextdoor

11.18.1 Nextdoor Company Information

11.18.2 Nextdoor Local Search Engine Product Offered

11.18.3 Nextdoor Local Search Engine Revenue, Gross Margin and Market Share

(2021-2026)

11.18.4 Nextdoor Main Business Overview

11.18.5 Nextdoor Latest Developments

11.19 Zomato

- 11.19.1 Zomato Company Information
- 11.19.2 Zomato Local Search Engine Product Offered
- 11.19.3 Zomato Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
- 11.19.4 Zomato Main Business Overview
- 11.19.5 Zomato Latest Developments
- 11.20 TripAdvisor
 - 11.20.1 TripAdvisor Company Information
 - 11.20.2 TripAdvisor Local Search Engine Product Offered
 - 11.20.3 TripAdvisor Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.20.4 TripAdvisor Main Business Overview
 - 11.20.5 TripAdvisor Latest Developments
- 11.21 Groupon
 - 11.21.1 Groupon Company Information
 - 11.21.2 Groupon Local Search Engine Product Offered
 - 11.21.3 Groupon Local Search Engine Revenue, Gross Margin and Market Share
(2021-2026)
 - 11.21.4 Groupon Main Business Overview
 - 11.21.5 Groupon Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Local Search Engine Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

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

Table 3. Major Players of Business Directories

Table 4. Major Players of Review Platforms

Table 5. Major Players of Mapping Services

Table 6. Major Players of Social Discovery Platforms

Table 7. Major Players of Others

Table 8. Local Search Engine Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 9. Global Local Search Engine Market Size by Type (2021-2026) & (\$ millions)

Table 10. Global Local Search Engine Market Size Market Share by Type (2021-2026)

Table 11. Local Search Engine Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 12. Global Local Search Engine Market Size by Application (2021-2026) & (\$ millions)

Table 13. Global Local Search Engine Market Size Market Share by Application (2021-2026)

Table 14. Global Local Search Engine Revenue by Player (2021-2026) & (\$ millions)

Table 15. Global Local Search Engine Revenue Market Share by Player (2021-2026)

Table 16. Local Search Engine Key Players Head office and Products Offered

Table 17. Local Search Engine Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 18. New Products and Potential Entrants

Table 19. Mergers & Acquisitions, Expansion

Table 20. Global Local Search Engine Market Size by Region (2021-2026) & (\$ millions)

Table 21. Global Local Search Engine Market Size Market Share by Region (2021-2026)

Table 22. Global Local Search Engine Revenue by Country/Region (2021-2026) & (\$ millions)

Table 23. Global Local Search Engine Revenue Market Share by Country/Region (2021-2026)

Table 24. Americas Local Search Engine Market Size by Country (2021-2026) & (\$ millions)

Table 25. Americas Local Search Engine Market Size Market Share by Country (2021-2026)

Table 26. Americas Local Search Engine Market Size by Type (2021-2026) & (\$ millions)

Table 27. Americas Local Search Engine Market Size Market Share by Type (2021-2026)

Table 28. Americas Local Search Engine Market Size by Application (2021-2026) & (\$ millions)

Table 29. Americas Local Search Engine Market Size Market Share by Application (2021-2026)

Table 30. APAC Local Search Engine Market Size by Region (2021-2026) & (\$ millions)

Table 31. APAC Local Search Engine Market Size Market Share by Region (2021-2026)

Table 32. APAC Local Search Engine Market Size by Type (2021-2026) & (\$ millions)

Table 33. APAC Local Search Engine Market Size by Application (2021-2026) & (\$ millions)

Table 34. Europe Local Search Engine Market Size by Country (2021-2026) & (\$ millions)

Table 35. Europe Local Search Engine Market Size Market Share by Country (2021-2026)

Table 36. Europe Local Search Engine Market Size by Type (2021-2026) & (\$ millions)

Table 37. Europe Local Search Engine Market Size by Application (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Local Search Engine Market Size by Region (2021-2026) & (\$ millions)

Table 39. Middle East & Africa Local Search Engine Market Size by Type (2021-2026) & (\$ millions)

Table 40. Middle East & Africa Local Search Engine Market Size by Application (2021-2026) & (\$ millions)

Table 41. Key Market Drivers & Growth Opportunities of Local Search Engine

Table 42. Key Market Challenges & Risks of Local Search Engine

Table 43. Key Industry Trends of Local Search Engine

Table 44. Global Local Search Engine Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 45. Global Local Search Engine Market Size Market Share Forecast by Region (2027-2032)

Table 46. Global Local Search Engine Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 47. Global Local Search Engine Market Size Forecast by Application (2027-2032)

& (\$ millions)

Table 48. Google Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 49. Google Local Search Engine Product Offered

Table 50. Google Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 51. Google Main Business

Table 52. Google Latest Developments

Table 53. Yelp Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 54. Yelp Local Search Engine Product Offered

Table 55. Yelp Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 56. Yelp Main Business

Table 57. Yelp Latest Developments

Table 58. Bing Places Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 59. Bing Places Local Search Engine Product Offered

Table 60. Bing Places Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. Bing Places Main Business

Table 62. Bing Places Latest Developments

Table 63. Apple Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 64. Apple Local Search Engine Product Offered

Table 65. Apple Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 66. Apple Main Business

Table 67. Apple Latest Developments

Table 68. Facebook Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 69. Facebook Local Search Engine Product Offered

Table 70. Facebook Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. Facebook Main Business

Table 72. Facebook Latest Developments

Table 73. Angie's List Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 74. Angie's List Local Search Engine Product Offered

Table 75. Angie's List Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. Angie's List Main Business

Table 77. Angie's List Latest Developments

Table 78. Yellow Pages Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 79. Yellow Pages Local Search Engine Product Offered

Table 80. Yellow Pages Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. Yellow Pages Main Business

Table 82. Yellow Pages Latest Developments

Table 83. Superpages Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 84. Superpages Local Search Engine Product Offered

Table 85. Superpages Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. Superpages Main Business

Table 87. Superpages Latest Developments

Table 88. Citysearch Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 89. Citysearch Local Search Engine Product Offered

Table 90. Citysearch Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Citysearch Main Business

Table 92. Citysearch Latest Developments

Table 93. Foursquare Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 94. Foursquare Local Search Engine Product Offered

Table 95. Foursquare Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Foursquare Main Business

Table 97. Foursquare Latest Developments

Table 98. Local.com Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 99. Local.com Local Search Engine Product Offered

Table 100. Local.com Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Local.com Main Business

Table 102. Local.com Latest Developments

Table 103. DexKnows Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 104. DexKnows Local Search Engine Product Offered

Table 105. DexKnows Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. DexKnows Main Business

Table 107. DexKnows Latest Developments

Table 108. Manta Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 109. Manta Local Search Engine Product Offered

Table 110. Manta Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Manta Main Business

Table 112. Manta Latest Developments

Table 113. Whitepages Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 114. Whitepages Local Search Engine Product Offered

Table 115. Whitepages Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. Whitepages Main Business

Table 117. Whitepages Latest Developments

Table 118. MerchantCircle Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 119. MerchantCircle Local Search Engine Product Offered

Table 120. MerchantCircle Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 121. MerchantCircle Main Business

Table 122. MerchantCircle Latest Developments

Table 123. Thumbtack Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 124. Thumbtack Local Search Engine Product Offered

Table 125. Thumbtack Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 126. Thumbtack Main Business

Table 127. Thumbtack Latest Developments

Table 128. HomeAdvisor Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 129. HomeAdvisor Local Search Engine Product Offered

Table 130. HomeAdvisor Local Search Engine Revenue (\$ million), Gross Margin and

Market Share (2021-2026)

Table 131. HomeAdvisor Main Business

Table 132. HomeAdvisor Latest Developments

Table 133. Nextdoor Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 134. Nextdoor Local Search Engine Product Offered

Table 135. Nextdoor Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 136. Nextdoor Main Business

Table 137. Nextdoor Latest Developments

Table 138. Zomato Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 139. Zomato Local Search Engine Product Offered

Table 140. Zomato Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 141. Zomato Main Business

Table 142. Zomato Latest Developments

Table 143. TripAdvisor Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 144. TripAdvisor Local Search Engine Product Offered

Table 145. TripAdvisor Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 146. TripAdvisor Main Business

Table 147. TripAdvisor Latest Developments

Table 148. Groupon Details, Company Type, Local Search Engine Area Served and Its Competitors

Table 149. Groupon Local Search Engine Product Offered

Table 150. Groupon Local Search Engine Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 151. Groupon Main Business

Table 152. Groupon Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Local Search Engine Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Local Search Engine Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Local Search Engine Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Local Search Engine Sales Market Share by Country/Region (2025)
- Figure 8. Local Search Engine Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Local Search Engine Market Size Market Share by Type in 2025
- Figure 10. Local Search Engine in Individual Users
- Figure 11. Global Local Search Engine Market: Individual Users (2021-2026) & (\$ millions)
- Figure 12. Local Search Engine in Business Users
- Figure 13. Global Local Search Engine Market: Business Users (2021-2026) & (\$ millions)
- Figure 14. Global Local Search Engine Market Size Market Share by Application in 2025
- Figure 15. Global Local Search Engine Revenue Market Share by Player in 2025
- Figure 16. Global Local Search Engine Market Size Market Share by Region (2021-2026)
- Figure 17. Americas Local Search Engine Market Size 2021-2026 (\$ millions)
- Figure 18. APAC Local Search Engine Market Size 2021-2026 (\$ millions)
- Figure 19. Europe Local Search Engine Market Size 2021-2026 (\$ millions)
- Figure 20. Middle East & Africa Local Search Engine Market Size 2021-2026 (\$ millions)
- Figure 21. Americas Local Search Engine Value Market Share by Country in 2025
- Figure 22. United States Local Search Engine Market Size Growth 2021-2026 (\$ millions)
- Figure 23. Canada Local Search Engine Market Size Growth 2021-2026 (\$ millions)
- Figure 24. Mexico Local Search Engine Market Size Growth 2021-2026 (\$ millions)
- Figure 25. Brazil Local Search Engine Market Size Growth 2021-2026 (\$ millions)
- Figure 26. APAC Local Search Engine Market Size Market Share by Region in 2025
- Figure 27. APAC Local Search Engine Market Size Market Share by Type (2021-2026)

Figure 28. APAC Local Search Engine Market Size Market Share by Application (2021-2026)

Figure 29. China Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 30. Japan Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 31. South Korea Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 32. Southeast Asia Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 33. India Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 34. Australia Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 35. Europe Local Search Engine Market Size Market Share by Country in 2025

Figure 36. Europe Local Search Engine Market Size Market Share by Type (2021-2026)

Figure 37. Europe Local Search Engine Market Size Market Share by Application (2021-2026)

Figure 38. Germany Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 39. France Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 40. UK Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 41. Italy Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 42. Russia Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Local Search Engine Market Size Market Share by Region (2021-2026)

Figure 44. Middle East & Africa Local Search Engine Market Size Market Share by Type (2021-2026)

Figure 45. Middle East & Africa Local Search Engine Market Size Market Share by Application (2021-2026)

Figure 46. Egypt Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 47. South Africa Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 48. Israel Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 49. Turkey Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 50. GCC Countries Local Search Engine Market Size Growth 2021-2026 (\$ millions)

Figure 51. Americas Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 52. APAC Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 53. Europe Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 54. Middle East & Africa Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 55. United States Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 56. Canada Local Search Engine Market Size 2027-2032 (\$ millions)

Figure 57. Mexico Local Search Engine Market Size 2027-2032 (\$ millions)

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

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