

# Global Location Based Advertising 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 Location Based Advertising market size was valued at US\$ million in 2023. With growing demand in downstream market, the Location Based Advertising is forecast to a readjusted size of US\$ million by 2030 with a CAGR of % during review period.

The research report highlights the growth potential of the global Location Based Advertising market. Location Based Advertising 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 Location Based Advertising. 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 Location Based Advertising market.

Location based advertising is a form of advertising that combines mobile advertising and location-based services.

Key Features:

The report on Location Based Advertising 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 Location Based Advertising market. It may include historical data, market segmentation by Type (e.g., Push, Pull), and regional breakdowns.

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

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

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

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Location Based Advertising 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 Location Based Advertising market.

Market Segmentation:

Location Based Advertising 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

Push

Pull

Segmentation by application

Retail Outlets

Public Spaces

Airports

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.

Facebook Inc.

Foursquare

Google

Proximus Mobility, LLC.

Near Pte Ltd

GroundTruth

Emodo (Placecast)

AdMoove

IBM

Telenity

Scanbuy

YOOSE Pte. Ltd.

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Figure 77. Israel Location Based Advertising Market Size 2025-2030 (\$ Millions)

Figure 78. Turkey Location Based Advertising Market Size 2025-2030 (\$ Millions)

Figure 79. GCC Countries Location Based Advertising Market Size 2025-2030 (\$ Millions)

Figure 80. Global Location Based Advertising Market Size Market Share Forecast by Type (2025-2030)

Figure 81. Global Location Based Advertising Market Size Market Share Forecast by Application (2025-2030)

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