

Global Location-based Advertising Market Growth (Status and Outlook) 2023-2029

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Abstracts

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The global Location-based Advertising market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

The widespread adoption of smartphones and other mobile devices has been a significant driver for location-based advertising. As more people carry these devices with them wherever they go, it enables advertisers to target users based on their precise location and deliver relevant ads.

Advancements in location tracking technologies such as GPS (Global Positioning System), Wi-Fi, beacons, and NFC (Near Field Communication) have made it easier for advertisers to identify the real-time location of users. These technologies provide accurate and up-to-date location data, enabling targeted and personalized advertising campaigns.

Location-based advertising allows for highly targeted and personalized marketing messages. By leveraging location data, advertisers can deliver ads that are relevant to the user's immediate surroundings, preferences, and interests. This level of personalization enhances user engagement and increases the effectiveness of advertising campaigns.

Location-based advertising refers to the practice of delivering targeted advertisements to individuals based on their geographic location. It leverages technologies such as GPS, Wi-Fi, and cellular networks to determine the location of mobile devices or other

connected devices. By knowing a user's location, advertisers can deliver relevant and timely ads that are tailored to their specific context.

LPI (LP Information)' newest research report, the “Location-based Advertising Industry Forecast” looks at past sales and reviews total world Location-based Advertising sales in 2022, providing a comprehensive analysis by region and market sector of projected Location-based Advertising sales for 2023 through 2029. With Location-based Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Location-based Advertising industry.

This Insight Report provides a comprehensive analysis of the global Location-based Advertising landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Location-based Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Location-based Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Location-based Advertising 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 Location-based Advertising.

This report presents a comprehensive overview, market shares, and growth opportunities of Location-based Advertising market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Geo-Fencing

Geo Conquesting

Beacons

Geo-Targeting

Other

Segmentation by application

Retail

Hospitality

Healthcare

BFSI

Education

Transportation and Logistics

Automotive

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.

Cirius Technologies

Foursquare

PlacelQ

GroundTruth

Quotient

Groupon

Placecast

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Sekel Tech

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 Location-based Advertising Market Size 2018-2029
 - 2.1.2 Location-based Advertising Market Size CAGR by Region 2018 VS 2022 VS 2029
- 2.2 Location-based Advertising Segment by Type
 - 2.2.1 Geo-Fencing
 - 2.2.2 Geo Conquesting
 - 2.2.3 Beacons
 - 2.2.4 Geo-Targeting
 - 2.2.5 Other
- 2.3 Location-based Advertising Market Size by Type
 - 2.3.1 Location-based Advertising Market Size CAGR by Type (2018 VS 2022 VS 2029)
 - 2.3.2 Global Location-based Advertising Market Size Market Share by Type (2018-2023)
- 2.4 Location-based Advertising Segment by Application
 - 2.4.1 Retail
 - 2.4.2 Hospitality
 - 2.4.3 Healthcare
 - 2.4.4 BFSI
 - 2.4.5 Education
 - 2.4.6 Transportation and Logistics
 - 2.4.7 Automotive
 - 2.4.8 Others

2.5 Location-based Advertising Market Size by Application

2.5.1 Location-based Advertising Market Size CAGR by Application (2018 VS 2022 VS 2029)

2.5.2 Global Location-based Advertising Market Size Market Share by Application (2018-2023)

3 LOCATION-BASED ADVERTISING MARKET SIZE BY PLAYER

3.1 Location-based Advertising Market Size Market Share by Players

3.1.1 Global Location-based Advertising Revenue by Players (2018-2023)

3.1.2 Global Location-based Advertising Revenue Market Share by Players (2018-2023)

3.2 Global Location-based Advertising 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) & (2021-2023)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 LOCATION-BASED ADVERTISING BY REGIONS

4.1 Location-based Advertising Market Size by Regions (2018-2023)

4.2 Americas Location-based Advertising Market Size Growth (2018-2023)

4.3 APAC Location-based Advertising Market Size Growth (2018-2023)

4.4 Europe Location-based Advertising Market Size Growth (2018-2023)

4.5 Middle East & Africa Location-based Advertising Market Size Growth (2018-2023)

5 AMERICAS

5.1 Americas Location-based Advertising Market Size by Country (2018-2023)

5.2 Americas Location-based Advertising Market Size by Type (2018-2023)

5.3 Americas Location-based Advertising Market Size by Application (2018-2023)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

- 6.1 APAC Location-based Advertising Market Size by Region (2018-2023)
- 6.2 APAC Location-based Advertising Market Size by Type (2018-2023)
- 6.3 APAC Location-based Advertising Market Size by Application (2018-2023)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Location-based Advertising by Country (2018-2023)
- 7.2 Europe Location-based Advertising Market Size by Type (2018-2023)
- 7.3 Europe Location-based Advertising Market Size by Application (2018-2023)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Location-based Advertising by Region (2018-2023)
- 8.2 Middle East & Africa Location-based Advertising Market Size by Type (2018-2023)
- 8.3 Middle East & Africa Location-based Advertising Market Size by Application (2018-2023)
- 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 LOCATION-BASED ADVERTISING MARKET FORECAST

- 10.1 Global Location-based Advertising Forecast by Regions (2024-2029)
 - 10.1.1 Global Location-based Advertising Forecast by Regions (2024-2029)
 - 10.1.2 Americas Location-based Advertising Forecast
 - 10.1.3 APAC Location-based Advertising Forecast
 - 10.1.4 Europe Location-based Advertising Forecast
 - 10.1.5 Middle East & Africa Location-based Advertising Forecast
- 10.2 Americas Location-based Advertising Forecast by Country (2024-2029)
 - 10.2.1 United States Location-based Advertising Market Forecast
 - 10.2.2 Canada Location-based Advertising Market Forecast
 - 10.2.3 Mexico Location-based Advertising Market Forecast
 - 10.2.4 Brazil Location-based Advertising Market Forecast
- 10.3 APAC Location-based Advertising Forecast by Region (2024-2029)
 - 10.3.1 China Location-based Advertising Market Forecast
 - 10.3.2 Japan Location-based Advertising Market Forecast
 - 10.3.3 Korea Location-based Advertising Market Forecast
 - 10.3.4 Southeast Asia Location-based Advertising Market Forecast
 - 10.3.5 India Location-based Advertising Market Forecast
 - 10.3.6 Australia Location-based Advertising Market Forecast
- 10.4 Europe Location-based Advertising Forecast by Country (2024-2029)
 - 10.4.1 Germany Location-based Advertising Market Forecast
 - 10.4.2 France Location-based Advertising Market Forecast
 - 10.4.3 UK Location-based Advertising Market Forecast
 - 10.4.4 Italy Location-based Advertising Market Forecast
 - 10.4.5 Russia Location-based Advertising Market Forecast
- 10.5 Middle East & Africa Location-based Advertising Forecast by Region (2024-2029)
 - 10.5.1 Egypt Location-based Advertising Market Forecast
 - 10.5.2 South Africa Location-based Advertising Market Forecast
 - 10.5.3 Israel Location-based Advertising Market Forecast
 - 10.5.4 Turkey Location-based Advertising Market Forecast
 - 10.5.5 GCC Countries Location-based Advertising Market Forecast
- 10.6 Global Location-based Advertising Forecast by Type (2024-2029)
- 10.7 Global Location-based Advertising Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

- 11.1 Cirius Technologies
 - 11.1.1 Cirius Technologies Company Information

- 11.1.2 Cirius Technologies Location-based Advertising Product Offered
- 11.1.3 Cirius Technologies Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
- 11.1.4 Cirius Technologies Main Business Overview
- 11.1.5 Cirius Technologies Latest Developments
- 11.2 Foursquare
 - 11.2.1 Foursquare Company Information
 - 11.2.2 Foursquare Location-based Advertising Product Offered
 - 11.2.3 Foursquare Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.2.4 Foursquare Main Business Overview
 - 11.2.5 Foursquare Latest Developments
- 11.3 PlacelQ
 - 11.3.1 PlacelQ Company Information
 - 11.3.2 PlacelQ Location-based Advertising Product Offered
 - 11.3.3 PlacelQ Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.3.4 PlacelQ Main Business Overview
 - 11.3.5 PlacelQ Latest Developments
- 11.4 GroundTruth
 - 11.4.1 GroundTruth Company Information
 - 11.4.2 GroundTruth Location-based Advertising Product Offered
 - 11.4.3 GroundTruth Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.4.4 GroundTruth Main Business Overview
 - 11.4.5 GroundTruth Latest Developments
- 11.5 Quotient
 - 11.5.1 Quotient Company Information
 - 11.5.2 Quotient Location-based Advertising Product Offered
 - 11.5.3 Quotient Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.5.4 Quotient Main Business Overview
 - 11.5.5 Quotient Latest Developments
- 11.6 Groupon
 - 11.6.1 Groupon Company Information
 - 11.6.2 Groupon Location-based Advertising Product Offered
 - 11.6.3 Groupon Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.6.4 Groupon Main Business Overview

- 11.6.5 Groupon Latest Developments
- 11.7 Placecast
 - 11.7.1 Placecast Company Information
 - 11.7.2 Placecast Location-based Advertising Product Offered
 - 11.7.3 Placecast Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.7.4 Placecast Main Business Overview
 - 11.7.5 Placecast Latest Developments
- 11.8 Scanbuy
 - 11.8.1 Scanbuy Company Information
 - 11.8.2 Scanbuy Location-based Advertising Product Offered
 - 11.8.3 Scanbuy Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.8.4 Scanbuy Main Business Overview
 - 11.8.5 Scanbuy Latest Developments
- 11.9 Shopkick
 - 11.9.1 Shopkick Company Information
 - 11.9.2 Shopkick Location-based Advertising Product Offered
 - 11.9.3 Shopkick Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.9.4 Shopkick Main Business Overview
 - 11.9.5 Shopkick Latest Developments
- 11.10 Telenity
 - 11.10.1 Telenity Company Information
 - 11.10.2 Telenity Location-based Advertising Product Offered
 - 11.10.3 Telenity Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.10.4 Telenity Main Business Overview
 - 11.10.5 Telenity Latest Developments
- 11.11 AdMoove
 - 11.11.1 AdMoove Company Information
 - 11.11.2 AdMoove Location-based Advertising Product Offered
 - 11.11.3 AdMoove Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)
 - 11.11.4 AdMoove Main Business Overview
 - 11.11.5 AdMoove Latest Developments
- 11.12 AdNear
 - 11.12.1 AdNear Company Information
 - 11.12.2 AdNear Location-based Advertising Product Offered

11.12.3 AdNear Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)

11.12.4 AdNear Main Business Overview

11.12.5 AdNear Latest Developments

11.13 Sekel Tech

11.13.1 Sekel Tech Company Information

11.13.2 Sekel Tech Location-based Advertising Product Offered

11.13.3 Sekel Tech Location-based Advertising Revenue, Gross Margin and Market Share (2018-2023)

11.13.4 Sekel Tech Main Business Overview

11.13.5 Sekel Tech Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Location-based Advertising Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)

Table 2. Major Players of Geo-Fencing

Table 3. Major Players of Geo Conquesting

Table 4. Major Players of Beacons

Table 5. Major Players of Geo-Targeting

Table 6. Major Players of Other

Table 7. Location-based Advertising Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)

Table 8. Global Location-based Advertising Market Size by Type (2018-2023) & (\$ Millions)

Table 9. Global Location-based Advertising Market Size Market Share by Type (2018-2023)

Table 10. Location-based Advertising Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)

Table 11. Global Location-based Advertising Market Size by Application (2018-2023) & (\$ Millions)

Table 12. Global Location-based Advertising Market Size Market Share by Application (2018-2023)

Table 13. Global Location-based Advertising Revenue by Players (2018-2023) & (\$ Millions)

Table 14. Global Location-based Advertising Revenue Market Share by Player (2018-2023)

Table 15. Location-based Advertising Key Players Head office and Products Offered

Table 16. Location-based Advertising Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

Table 17. New Products and Potential Entrants

Table 18. Mergers & Acquisitions, Expansion

Table 19. Global Location-based Advertising Market Size by Regions 2018-2023 & (\$ Millions)

Table 20. Global Location-based Advertising Market Size Market Share by Regions (2018-2023)

Table 21. Global Location-based Advertising Revenue by Country/Region (2018-2023) & (\$ millions)

Table 22. Global Location-based Advertising Revenue Market Share by Country/Region

(2018-2023)

Table 23. Americas Location-based Advertising Market Size by Country (2018-2023) & (\$ Millions)

Table 24. Americas Location-based Advertising Market Size Market Share by Country (2018-2023)

Table 25. Americas Location-based Advertising Market Size by Type (2018-2023) & (\$ Millions)

Table 26. Americas Location-based Advertising Market Size Market Share by Type (2018-2023)

Table 27. Americas Location-based Advertising Market Size by Application (2018-2023) & (\$ Millions)

Table 28. Americas Location-based Advertising Market Size Market Share by Application (2018-2023)

Table 29. APAC Location-based Advertising Market Size by Region (2018-2023) & (\$ Millions)

Table 30. APAC Location-based Advertising Market Size Market Share by Region (2018-2023)

Table 31. APAC Location-based Advertising Market Size by Type (2018-2023) & (\$ Millions)

Table 32. APAC Location-based Advertising Market Size Market Share by Type (2018-2023)

Table 33. APAC Location-based Advertising Market Size by Application (2018-2023) & (\$ Millions)

Table 34. APAC Location-based Advertising Market Size Market Share by Application (2018-2023)

Table 35. Europe Location-based Advertising Market Size by Country (2018-2023) & (\$ Millions)

Table 36. Europe Location-based Advertising Market Size Market Share by Country (2018-2023)

Table 37. Europe Location-based Advertising Market Size by Type (2018-2023) & (\$ Millions)

Table 38. Europe Location-based Advertising Market Size Market Share by Type (2018-2023)

Table 39. Europe Location-based Advertising Market Size by Application (2018-2023) & (\$ Millions)

Table 40. Europe Location-based Advertising Market Size Market Share by Application (2018-2023)

Table 41. Middle East & Africa Location-based Advertising Market Size by Region (2018-2023) & (\$ Millions)

Table 42. Middle East & Africa Location-based Advertising Market Size Market Share by Region (2018-2023)

Table 43. Middle East & Africa Location-based Advertising Market Size by Type (2018-2023) & (\$ Millions)

Table 44. Middle East & Africa Location-based Advertising Market Size Market Share by Type (2018-2023)

Table 45. Middle East & Africa Location-based Advertising Market Size by Application (2018-2023) & (\$ Millions)

Table 46. Middle East & Africa Location-based Advertising Market Size Market Share by Application (2018-2023)

Table 47. Key Market Drivers & Growth Opportunities of Location-based Advertising

Table 48. Key Market Challenges & Risks of Location-based Advertising

Table 49. Key Industry Trends of Location-based Advertising

Table 50. Global Location-based Advertising Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 51. Global Location-based Advertising Market Size Market Share Forecast by Regions (2024-2029)

Table 52. Global Location-based Advertising Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 53. Global Location-based Advertising Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 54. Cirius Technologies Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 55. Cirius Technologies Location-based Advertising Product Offered

Table 56. Cirius Technologies Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 57. Cirius Technologies Main Business

Table 58. Cirius Technologies Latest Developments

Table 59. Foursquare Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 60. Foursquare Location-based Advertising Product Offered

Table 61. Foursquare Main Business

Table 62. Foursquare Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 63. Foursquare Latest Developments

Table 64. PlacelQ Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 65. PlacelQ Location-based Advertising Product Offered

Table 66. PlacelQ Main Business

Table 67. PlacelQ Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 68. PlacelQ Latest Developments

Table 69. GroundTruth Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 70. GroundTruth Location-based Advertising Product Offered

Table 71. GroundTruth Main Business

Table 72. GroundTruth Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 73. GroundTruth Latest Developments

Table 74. Quotient Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 75. Quotient Location-based Advertising Product Offered

Table 76. Quotient Main Business

Table 77. Quotient Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 78. Quotient Latest Developments

Table 79. Groupon Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 80. Groupon Location-based Advertising Product Offered

Table 81. Groupon Main Business

Table 82. Groupon Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 83. Groupon Latest Developments

Table 84. Placecast Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 85. Placecast Location-based Advertising Product Offered

Table 86. Placecast Main Business

Table 87. Placecast Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 88. Placecast Latest Developments

Table 89. Scanbuy Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 90. Scanbuy Location-based Advertising Product Offered

Table 91. Scanbuy Main Business

Table 92. Scanbuy Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 93. Scanbuy Latest Developments

Table 94. Shopkick Details, Company Type, Location-based Advertising Area Served

and Its Competitors

Table 95. Shopkick Location-based Advertising Product Offered

Table 96. Shopkick Main Business

Table 97. Shopkick Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 98. Shopkick Latest Developments

Table 99. Telenity Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 100. Telenity Location-based Advertising Product Offered

Table 101. Telenity Main Business

Table 102. Telenity Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 103. Telenity Latest Developments

Table 104. AdMoove Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 105. AdMoove Location-based Advertising Product Offered

Table 106. AdMoove Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 107. AdMoove Main Business

Table 108. AdMoove Latest Developments

Table 109. AdNear Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 110. AdNear Location-based Advertising Product Offered

Table 111. AdNear Main Business

Table 112. AdNear Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 113. AdNear Latest Developments

Table 114. Sekel Tech Details, Company Type, Location-based Advertising Area Served and Its Competitors

Table 115. Sekel Tech Location-based Advertising Product Offered

Table 116. Sekel Tech Main Business

Table 117. Sekel Tech Location-based Advertising Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 118. Sekel Tech Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Location-based Advertising Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Location-based Advertising Market Size Growth Rate 2018-2029 (\$ Millions)

Figure 6. Location-based Advertising Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)

Figure 7. Location-based Advertising Sales Market Share by Country/Region (2022)

Figure 8. Location-based Advertising Sales Market Share by Country/Region (2018, 2022 & 2029)

Figure 9. Global Location-based Advertising Market Size Market Share by Type in 2022

Figure 10. Location-based Advertising in Retail

Figure 11. Global Location-based Advertising Market: Retail (2018-2023) & (\$ Millions)

Figure 12. Location-based Advertising in Hospitality

Figure 13. Global Location-based Advertising Market: Hospitality (2018-2023) & (\$ Millions)

Figure 14. Location-based Advertising in Healthcare

Figure 15. Global Location-based Advertising Market: Healthcare (2018-2023) & (\$ Millions)

Figure 16. Location-based Advertising in BFSI

Figure 17. Global Location-based Advertising Market: BFSI (2018-2023) & (\$ Millions)

Figure 18. Location-based Advertising in Education

Figure 19. Global Location-based Advertising Market: Education (2018-2023) & (\$ Millions)

Figure 20. Location-based Advertising in Transportation and Logistics

Figure 21. Global Location-based Advertising Market: Transportation and Logistics (2018-2023) & (\$ Millions)

Figure 22. Location-based Advertising in Automotive

Figure 23. Global Location-based Advertising Market: Automotive (2018-2023) & (\$ Millions)

Figure 24. Location-based Advertising in Others

Figure 25. Global Location-based Advertising Market: Others (2018-2023) & (\$ Millions)

Figure 26. Global Location-based Advertising Market Size Market Share by Application in 2022

Figure 27. Global Location-based Advertising Revenue Market Share by Player in 2022

Figure 28. Global Location-based Advertising Market Size Market Share by Regions (2018-2023)

Figure 29. Americas Location-based Advertising Market Size 2018-2023 (\$ Millions)

Figure 30. APAC Location-based Advertising Market Size 2018-2023 (\$ Millions)

Figure 31. Europe Location-based Advertising Market Size 2018-2023 (\$ Millions)

Figure 32. Middle East & Africa Location-based Advertising Market Size 2018-2023 (\$ Millions)

Figure 33. Americas Location-based Advertising Value Market Share by Country in 2022

Figure 34. United States Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 35. Canada Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 36. Mexico Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 37. Brazil Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 38. APAC Location-based Advertising Market Size Market Share by Region in 2022

Figure 39. APAC Location-based Advertising Market Size Market Share by Type in 2022

Figure 40. APAC Location-based Advertising Market Size Market Share by Application in 2022

Figure 41. China Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 42. Japan Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 43. Korea Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 44. Southeast Asia Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 45. India Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 46. Australia Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 47. Europe Location-based Advertising Market Size Market Share by Country in 2022

Figure 48. Europe Location-based Advertising Market Size Market Share by Type (2018-2023)

Figure 49. Europe Location-based Advertising Market Size Market Share by Application (2018-2023)

Figure 50. Germany Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 51. France Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 52. UK Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 53. Italy Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 54. Russia Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 55. Middle East & Africa Location-based Advertising Market Size Market Share by Region (2018-2023)

Figure 56. Middle East & Africa Location-based Advertising Market Size Market Share by Type (2018-2023)

Figure 57. Middle East & Africa Location-based Advertising Market Size Market Share by Application (2018-2023)

Figure 58. Egypt Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 59. South Africa Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 60. Israel Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 61. Turkey Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 62. GCC Country Location-based Advertising Market Size Growth 2018-2023 (\$ Millions)

Figure 63. Americas Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 64. APAC Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 65. Europe Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 66. Middle East & Africa Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 67. United States Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 68. Canada Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 69. Mexico Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 70. Brazil Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 71. China Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 72. Japan Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 73. Korea Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 74. Southeast Asia Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 75. India Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 76. Australia Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 77. Germany Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 78. France Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 79. UK Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 80. Italy Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 81. Russia Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 82. Spain Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 83. Egypt Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 84. South Africa Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 85. Israel Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 86. Turkey Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 87. GCC Countries Location-based Advertising Market Size 2024-2029 (\$ Millions)

Figure 88. Global Location-based Advertising Market Size Market Share Forecast by Type (2024-2029)

Figure 89. Global Location-based Advertising Market Size Market Share Forecast by Application (2024-2029)

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