

Global Location Based Marketing 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 Marketing market size was valued at US\$ 45690 million in 2023. With growing demand in downstream market, the Location Based Marketing is forecast to a readjusted size of US\$ 144540 million by 2030 with a CAGR of 17.9% during review period.

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

Location-based marketing (LMS) is a direct marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. Typically, location-based alerts are delivered to smartphones through SMS text messages. An alert may include information about a local business' deal of the day or include a purchasing incentive, such as a discount coupon code.

Key Features:

The report on Location Based Marketing 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 Marketing market. It may include historical data, market segmentation by Type (e.g., Banner Display/Pop ups, Video), and regional breakdowns.

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

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

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

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Location Based Marketing industry. This includes projections of market size, growth rates, regional trends, and predictions

on technological advancements and policy developments.

Recommendations and Opportunities: The report concludes 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 Marketing market.

Market Segmentation:

Location Based Marketing 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

Banner Display/Pop ups

Video

Search Result

E-mail and Message

Social Media Content

Voice Calling

Segmentation by application

Retail

Hospitality

Healthcare

BFSI

Education

Technology and Media

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.

Google

Groupon

Groundtruth

Placecast

PlacelQ

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Foursquare

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