

# Global Tracking and Location Service Software Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Tracking and Location Service Software market size is predicted to grow from US\$ 1992 million in 2025 to US\$ 2848 million in 2032; it is expected to grow at a CAGR of 5.3% from 2026 to 2032.

Tracking and location service software refers to software that uses technologies such as GPS, Wi-Fi, and Bluetooth to acquire and display the real-time location of target objects, providing functions such as location monitoring and historical trajectory query. This type of software is widely used in logistics management, vehicle tracking, personal safety, and asset management, effectively improving operational efficiency and security. Tracking and location services typically operate through mobile applications, web platforms, or embedded hardware devices, supporting various functions such as real-time location updates, alarm notifications, and route planning. With the development of IoT technology and the increasing demand for safety and efficiency, tracking and location software is gradually becoming an important tool in the lives of businesses and individuals.

With the popularization of IoT technology, smart devices, and 5G networks, the market demand for tracking and location service software continues to grow. The rising needs of businesses and individuals for asset management, vehicle monitoring, cargo tracking, and personal safety are driving the expansion of this market. Furthermore, with the development of smart cities and smart logistics, tracking and location service software will become a key component for optimizing traffic management, supply chain efficiency, and public safety. In the future, the application of technologies such as artificial intelligence, big data analytics, and edge computing will make tracking and location service software more intelligent and efficient, and the market size is expected to continue its rapid growth.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Tracking and Location Service Software 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 Tracking and Location Service Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Tracking and Location Service Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

On-premise

Cloud-based

Segmentation by Technology Types:

GPS-based Positioning

Wi-Fi-based Positioning

Bluetooth-based Positioning

Cellular Network-based Positioning

Segmentation by Data Analysis Support:

Real-time Location Tracking

Historical Track Query

Prediction and Analysis

Segmentation by Application:

Travel and Adventure

Rescue Search

Vehicle Tracking

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.

FollowMee

ISharing

Glympse

Life360

FamiSafe

Family Locator

Traccar Ltd

GPS-Trace

Sewio Networks

Rhino Fleet Tracking

Spireon

Razor Tracking

Aruba Networks

CenTrak

## 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 Tracking and Location Service Software Market Size (2021-2032)
  - 2.1.2 Tracking and Location Service Software Market Size CAGR by Region (2021 VS 2025 VS 2032)
  - 2.1.3 World Current & Future Analysis for Tracking and Location Service Software by Country/Region (2021, 2025 & 2032)
- 2.2 Tracking and Location Service Software Segment by Type
  - 2.2.1 On-premise
  - 2.2.2 Cloud-based
  - 2.2.3 Tracking and Location Service Software Market Size by Type
    - 2.2.3.1 Tracking and Location Service Software Market Size CAGR by Type (2021 VS 2025 VS 2032)
    - 2.2.3.2 Global Tracking and Location Service Software Market Size Market Share by Type (2021-2026)
- 2.3 Tracking and Location Service Software Segment by Technology Types
  - 2.3.1 GPS-based Positioning
  - 2.3.2 Wi-Fi-based Positioning
  - 2.3.3 Bluetooth-based Positioning
  - 2.3.4 Cellular Network-based Positioning
  - 2.3.5 Tracking and Location Service Software Market Size by Technology Types
    - 2.3.5.1 Tracking and Location Service Software Market Size CAGR by Technology Types (2021 VS 2025 VS 2032)
    - 2.3.5.2 Global Tracking and Location Service Software Market Size Market Share by Technology Types (2021-2026)

## 2.4 Tracking and Location Service Software Segment by Data Analysis Support

### 2.4.1 Real-time Location Tracking

### 2.4.2 Historical Track Query

### 2.4.3 Prediction and Analysis

### 2.4.4 Tracking and Location Service Software Market Size by Data Analysis Support

#### 2.4.4.1 Tracking and Location Service Software Market Size CAGR by Data Analysis Support (2021 VS 2025 VS 2032)

#### 2.4.4.2 Global Tracking and Location Service Software Market Size Market Share by Data Analysis Support (2021-2026)

## 2.5 Tracking and Location Service Software Segment by Application

### 2.5.1 Travel and Adventure

### 2.5.2 Rescue Search

### 2.5.3 Vehicle Tracking

### 2.5.4 Others

### 2.5.5 Tracking and Location Service Software Market Size by Application

#### 2.5.5.1 Tracking and Location Service Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

#### 2.5.5.2 Global Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

## 3 TRACKING AND LOCATION SERVICE SOFTWARE MARKET SIZE BY PLAYER

### 3.1 Tracking and Location Service Software Market Size Market Share by Player

#### 3.1.1 Global Tracking and Location Service Software Revenue by Player (2021-2026)

#### 3.1.2 Global Tracking and Location Service Software Revenue Market Share by Player (2021-2026)

### 3.2 Global Tracking and Location Service Software 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 TRACKING AND LOCATION SERVICE SOFTWARE BY REGION

### 4.1 Tracking and Location Service Software Market Size by Region (2021-2026)

### 4.2 Global Tracking and Location Service Software Annual Revenue by Country/Region (2021-2026)

- 4.3 Americas Tracking and Location Service Software Market Size Growth (2021-2026)
- 4.4 APAC Tracking and Location Service Software Market Size Growth (2021-2026)
- 4.5 Europe Tracking and Location Service Software Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Tracking and Location Service Software Market Size Growth (2021-2026)

## **5 AMERICAS**

- 5.1 Americas Tracking and Location Service Software Market Size by Country (2021-2026)
- 5.2 Americas Tracking and Location Service Software Market Size by Type (2021-2026)
- 5.3 Americas Tracking and Location Service Software Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Tracking and Location Service Software Market Size by Region (2021-2026)
- 6.2 APAC Tracking and Location Service Software Market Size by Type (2021-2026)
- 6.3 APAC Tracking and Location Service Software 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 Tracking and Location Service Software Market Size by Country (2021-2026)
- 7.2 Europe Tracking and Location Service Software Market Size by Type (2021-2026)
- 7.3 Europe Tracking and Location Service Software 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 Tracking and Location Service Software by Region  
(2021-2026)

8.2 Middle East & Africa Tracking and Location Service Software Market Size by Type  
(2021-2026)

8.3 Middle East & Africa Tracking and Location Service Software 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 TRACKING AND LOCATION SERVICE SOFTWARE MARKET FORECAST**

10.1 Global Tracking and Location Service Software Forecast by Region (2027-2032)

10.1.1 Global Tracking and Location Service Software Forecast by Region  
(2027-2032)

10.1.2 Americas Tracking and Location Service Software Forecast

10.1.3 APAC Tracking and Location Service Software Forecast

10.1.4 Europe Tracking and Location Service Software Forecast

10.1.5 Middle East & Africa Tracking and Location Service Software Forecast

10.2 Americas Tracking and Location Service Software Forecast by Country  
(2027-2032)

10.2.1 United States Market Tracking and Location Service Software Forecast

10.2.2 Canada Market Tracking and Location Service Software Forecast

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

## **11 KEY PLAYERS ANALYSIS**

- 11.1 FollowMee
  - 11.1.1 FollowMee Company Information
  - 11.1.2 FollowMee Tracking and Location Service Software Product Offered
  - 11.1.3 FollowMee Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
  - 11.1.4 FollowMee Main Business Overview
  - 11.1.5 FollowMee Latest Developments
- 11.2 ISharing
  - 11.2.1 ISharing Company Information
  - 11.2.2 ISharing Tracking and Location Service Software Product Offered
  - 11.2.3 ISharing Tracking and Location Service Software Revenue, Gross Margin and

## Market Share (2021-2026)

### 11.2.4 ISharing Main Business Overview

### 11.2.5 ISharing Latest Developments

## 11.3 Glympse

### 11.3.1 Glympse Company Information

### 11.3.2 Glympse Tracking and Location Service Software Product Offered

### 11.3.3 Glympse Tracking and Location Service Software Revenue, Gross Margin and

## Market Share (2021-2026)

### 11.3.4 Glympse Main Business Overview

### 11.3.5 Glympse Latest Developments

## 11.4 Life360

### 11.4.1 Life360 Company Information

### 11.4.2 Life360 Tracking and Location Service Software Product Offered

### 11.4.3 Life360 Tracking and Location Service Software Revenue, Gross Margin and

## Market Share (2021-2026)

### 11.4.4 Life360 Main Business Overview

### 11.4.5 Life360 Latest Developments

## 11.5 FamiSafe

### 11.5.1 FamiSafe Company Information

### 11.5.2 FamiSafe Tracking and Location Service Software Product Offered

### 11.5.3 FamiSafe Tracking and Location Service Software Revenue, Gross Margin and

## Market Share (2021-2026)

### 11.5.4 FamiSafe Main Business Overview

### 11.5.5 FamiSafe Latest Developments

## 11.6 Family Locator

### 11.6.1 Family Locator Company Information

### 11.6.2 Family Locator Tracking and Location Service Software Product Offered

### 11.6.3 Family Locator Tracking and Location Service Software Revenue, Gross Margin

## and Market Share (2021-2026)

### 11.6.4 Family Locator Main Business Overview

### 11.6.5 Family Locator Latest Developments

## 11.7 Traccar Ltd

### 11.7.1 Traccar Ltd Company Information

### 11.7.2 Traccar Ltd Tracking and Location Service Software Product Offered

### 11.7.3 Traccar Ltd Tracking and Location Service Software Revenue, Gross Margin

## and Market Share (2021-2026)

### 11.7.4 Traccar Ltd Main Business Overview

### 11.7.5 Traccar Ltd Latest Developments

## 11.8 GPS-Trace

- 11.8.1 GPS-Trace Company Information
- 11.8.2 GPS-Trace Tracking and Location Service Software Product Offered
- 11.8.3 GPS-Trace Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.8.4 GPS-Trace Main Business Overview
- 11.8.5 GPS-Trace Latest Developments
- 11.9 Sewio Networks
  - 11.9.1 Sewio Networks Company Information
  - 11.9.2 Sewio Networks Tracking and Location Service Software Product Offered
  - 11.9.3 Sewio Networks Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
  - 11.9.4 Sewio Networks Main Business Overview
  - 11.9.5 Sewio Networks Latest Developments
- 11.10 Rhino Fleet Tracking
  - 11.10.1 Rhino Fleet Tracking Company Information
  - 11.10.2 Rhino Fleet Tracking Tracking and Location Service Software Product Offered
  - 11.10.3 Rhino Fleet Tracking Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
  - 11.10.4 Rhino Fleet Tracking Main Business Overview
  - 11.10.5 Rhino Fleet Tracking Latest Developments
- 11.11 Spireon
  - 11.11.1 Spireon Company Information
  - 11.11.2 Spireon Tracking and Location Service Software Product Offered
  - 11.11.3 Spireon Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
  - 11.11.4 Spireon Main Business Overview
  - 11.11.5 Spireon Latest Developments
- 11.12 Razor Tracking
  - 11.12.1 Razor Tracking Company Information
  - 11.12.2 Razor Tracking Tracking and Location Service Software Product Offered
  - 11.12.3 Razor Tracking Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)
  - 11.12.4 Razor Tracking Main Business Overview
  - 11.12.5 Razor Tracking Latest Developments
- 11.13 Aruba Networks
  - 11.13.1 Aruba Networks Company Information
  - 11.13.2 Aruba Networks Tracking and Location Service Software Product Offered
  - 11.13.3 Aruba Networks Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Aruba Networks Main Business Overview

11.13.5 Aruba Networks Latest Developments

11.14 CenTrak

11.14.1 CenTrak Company Information

11.14.2 CenTrak Tracking and Location Service Software Product Offered

11.14.3 CenTrak Tracking and Location Service Software Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 CenTrak Main Business Overview

11.14.5 CenTrak Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Tracking and Location Service Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Tracking and Location Service Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of On-premise

Table 4. Major Players of Cloud-based

Table 5. Tracking and Location Service Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Tracking and Location Service Software Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Tracking and Location Service Software Market Size Market Share by Type (2021-2026)

Table 8. Major Players of GPS-based Positioning

Table 9. Major Players of Wi-Fi-based Positioning

Table 10. Major Players of Bluetooth-based Positioning

Table 11. Major Players of Cellular Network-based Positioning

Table 12. Tracking and Location Service Software Market Size CAGR by Technology Types (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Tracking and Location Service Software Market Size by Technology Types (2021-2026) & (\$ millions)

Table 14. Global Tracking and Location Service Software Market Size Market Share by Technology Types (2021-2026)

Table 15. Major Players of Real-time Location Tracking

Table 16. Major Players of Historical Track Query

Table 17. Major Players of Prediction and Analysis

Table 18. Tracking and Location Service Software Market Size CAGR by Data Analysis Support (2021 VS 2025 VS 2032) & (\$ millions)

Table 19. Global Tracking and Location Service Software Market Size by Data Analysis Support (2021-2026) & (\$ millions)

Table 20. Global Tracking and Location Service Software Market Size Market Share by Data Analysis Support (2021-2026)

Table 21. Tracking and Location Service Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global Tracking and Location Service Software Market Size by Application (2021-2026) & (\$ millions)

Table 23. Global Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

Table 24. Global Tracking and Location Service Software Revenue by Player (2021-2026) & (\$ millions)

Table 25. Global Tracking and Location Service Software Revenue Market Share by Player (2021-2026)

Table 26. Tracking and Location Service Software Key Players Head office and Products Offered

Table 27. Tracking and Location Service Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 28. New Products and Potential Entrants

Table 29. Mergers & Acquisitions, Expansion

Table 30. Global Tracking and Location Service Software Market Size by Region (2021-2026) & (\$ millions)

Table 31. Global Tracking and Location Service Software Market Size Market Share by Region (2021-2026)

Table 32. Global Tracking and Location Service Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 33. Global Tracking and Location Service Software Revenue Market Share by Country/Region (2021-2026)

Table 34. Americas Tracking and Location Service Software Market Size by Country (2021-2026) & (\$ millions)

Table 35. Americas Tracking and Location Service Software Market Size Market Share by Country (2021-2026)

Table 36. Americas Tracking and Location Service Software Market Size by Type (2021-2026) & (\$ millions)

Table 37. Americas Tracking and Location Service Software Market Size Market Share by Type (2021-2026)

Table 38. Americas Tracking and Location Service Software Market Size by Application (2021-2026) & (\$ millions)

Table 39. Americas Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

Table 40. APAC Tracking and Location Service Software Market Size by Region (2021-2026) & (\$ millions)

Table 41. APAC Tracking and Location Service Software Market Size Market Share by Region (2021-2026)

Table 42. APAC Tracking and Location Service Software Market Size by Type (2021-2026) & (\$ millions)

Table 43. APAC Tracking and Location Service Software Market Size by Application



(2021-2026) & (\$ millions)

Table 44. Europe Tracking and Location Service Software Market Size by Country

(2021-2026) & (\$ millions)

Table 45. Europe Tracking and Location Service Software Market Size Market Share by Country (2021-2026)

Table 46. Europe Tracking and Location Service Software Market Size by Type (2021-2026) & (\$ millions)

Table 47. Europe Tracking and Location Service Software Market Size by Application (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Tracking and Location Service Software Market Size by Region (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Tracking and Location Service Software Market Size by Type (2021-2026) & (\$ millions)

Table 50. Middle East & Africa Tracking and Location Service Software Market Size by Application (2021-2026) & (\$ millions)

Table 51. Key Market Drivers & Growth Opportunities of Tracking and Location Service Software

Table 52. Key Market Challenges & Risks of Tracking and Location Service Software

Table 53. Key Industry Trends of Tracking and Location Service Software

Table 54. Global Tracking and Location Service Software Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 55. Global Tracking and Location Service Software Market Size Market Share Forecast by Region (2027-2032)

Table 56. Global Tracking and Location Service Software Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 57. Global Tracking and Location Service Software Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 58. FollowMee Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 59. FollowMee Tracking and Location Service Software Product Offered

Table 60. FollowMee Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. FollowMee Main Business

Table 62. FollowMee Latest Developments

Table 63. ISharing Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 64. ISharing Tracking and Location Service Software Product Offered

Table 65. ISharing Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)



Table 66. ISharing Main Business

Table 67. ISharing Latest Developments

Table 68. Glympse Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 69. Glympse Tracking and Location Service Software Product Offered

Table 70. Glympse Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. Glympse Main Business

Table 72. Glympse Latest Developments

Table 73. Life360 Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 74. Life360 Tracking and Location Service Software Product Offered

Table 75. Life360 Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. Life360 Main Business

Table 77. Life360 Latest Developments

Table 78. FamiSafe Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 79. FamiSafe Tracking and Location Service Software Product Offered

Table 80. FamiSafe Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. FamiSafe Main Business

Table 82. FamiSafe Latest Developments

Table 83. Family Locator Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 84. Family Locator Tracking and Location Service Software Product Offered

Table 85. Family Locator Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. Family Locator Main Business

Table 87. Family Locator Latest Developments

Table 88. Traccar Ltd Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 89. Traccar Ltd Tracking and Location Service Software Product Offered

Table 90. Traccar Ltd Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Traccar Ltd Main Business

Table 92. Traccar Ltd Latest Developments

Table 93. GPS-Trace Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

|                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------|
| Table 94. GPS-Trace Tracking and Location Service Software Product Offered                                                             |
| Table 95. GPS-Trace Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)             |
| Table 96. GPS-Trace Main Business                                                                                                      |
| Table 97. GPS-Trace Latest Developments                                                                                                |
| Table 98. Sewio Networks Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors                 |
| Table 99. Sewio Networks Tracking and Location Service Software Product Offered                                                        |
| Table 100. Sewio Networks Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)       |
| Table 101. Sewio Networks Main Business                                                                                                |
| Table 102. Sewio Networks Latest Developments                                                                                          |
| Table 103. Rhino Fleet Tracking Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors          |
| Table 104. Rhino Fleet Tracking Tracking and Location Service Software Product Offered                                                 |
| Table 105. Rhino Fleet Tracking Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026) |
| Table 106. Rhino Fleet Tracking Main Business                                                                                          |
| Table 107. Rhino Fleet Tracking Latest Developments                                                                                    |
| Table 108. Spireon Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors                       |
| Table 109. Spireon Tracking and Location Service Software Product Offered                                                              |
| Table 110. Spireon Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)              |
| Table 111. Spireon Main Business                                                                                                       |
| Table 112. Spireon Latest Developments                                                                                                 |
| Table 113. Razor Tracking Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors                |
| Table 114. Razor Tracking Tracking and Location Service Software Product Offered                                                       |
| Table 115. Razor Tracking Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)       |
| Table 116. Razor Tracking Main Business                                                                                                |
| Table 117. Razor Tracking Latest Developments                                                                                          |
| Table 118. Aruba Networks Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors                |
| Table 119. Aruba Networks Tracking and Location Service Software Product Offered                                                       |
| Table 120. Aruba Networks Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)       |

Table 121. Aruba Networks Main Business

Table 122. Aruba Networks Latest Developments

Table 123. CenTrak Details, Company Type, Tracking and Location Service Software Area Served and Its Competitors

Table 124. CenTrak Tracking and Location Service Software Product Offered

Table 125. CenTrak Tracking and Location Service Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 126. CenTrak Main Business

Table 127. CenTrak Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Tracking and Location Service Software Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Tracking and Location Service Software Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Tracking and Location Service Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Tracking and Location Service Software Sales Market Share by Country/Region (2025)
- Figure 8. Tracking and Location Service Software Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Tracking and Location Service Software Market Size Market Share by Type in 2025
- Figure 10. Global Tracking and Location Service Software Market Size Market Share by Technology Types in 2025
- Figure 11. Global Tracking and Location Service Software Market Size Market Share by Data Analysis Support in 2025
- Figure 12. Tracking and Location Service Software in Travel and Adventure
- Figure 13. Global Tracking and Location Service Software Market: Travel and Adventure (2021-2026) & (\$ millions)
- Figure 14. Tracking and Location Service Software in Rescue Search
- Figure 15. Global Tracking and Location Service Software Market: Rescue Search (2021-2026) & (\$ millions)
- Figure 16. Tracking and Location Service Software in Vehicle Tracking
- Figure 17. Global Tracking and Location Service Software Market: Vehicle Tracking (2021-2026) & (\$ millions)
- Figure 18. Tracking and Location Service Software in Others
- Figure 19. Global Tracking and Location Service Software Market: Others (2021-2026) & (\$ millions)
- Figure 20. Global Tracking and Location Service Software Market Size Market Share by Application in 2025
- Figure 21. Global Tracking and Location Service Software Revenue Market Share by Player in 2025
- Figure 22. Global Tracking and Location Service Software Market Size Market Share by

## Region (2021-2026)

Figure 23. Americas Tracking and Location Service Software Market Size 2021-2026 (\$ millions)

Figure 24. APAC Tracking and Location Service Software Market Size 2021-2026 (\$ millions)

Figure 25. Europe Tracking and Location Service Software Market Size 2021-2026 (\$ millions)

Figure 26. Middle East & Africa Tracking and Location Service Software Market Size 2021-2026 (\$ millions)

Figure 27. Americas Tracking and Location Service Software Value Market Share by Country in 2025

Figure 28. United States Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 29. Canada Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 30. Mexico Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 31. Brazil Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. APAC Tracking and Location Service Software Market Size Market Share by Region in 2025

Figure 33. APAC Tracking and Location Service Software Market Size Market Share by Type (2021-2026)

Figure 34. APAC Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

Figure 35. China Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 36. Japan Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. South Korea Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 38. Southeast Asia Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 39. India Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 40. Australia Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 41. Europe Tracking and Location Service Software Market Size Market Share by Country in 2025

Figure 42. Europe Tracking and Location Service Software Market Size Market Share by Type (2021-2026)

Figure 43. Europe Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

Figure 44. Germany Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 45. France Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 46. UK Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 47. Italy Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 48. Russia Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. Middle East & Africa Tracking and Location Service Software Market Size Market Share by Region (2021-2026)

Figure 50. Middle East & Africa Tracking and Location Service Software Market Size Market Share by Type (2021-2026)

Figure 51. Middle East & Africa Tracking and Location Service Software Market Size Market Share by Application (2021-2026)

Figure 52. Egypt Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 53. South Africa Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 54. Israel Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 55. Turkey Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 56. GCC Countries Tracking and Location Service Software Market Size Growth 2021-2026 (\$ millions)

Figure 57. Americas Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 58. APAC Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 59. Europe Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 60. Middle East & Africa Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 61. United States Tracking and Location Service Software Market Size



2027-2032 (\$ millions)

Figure 62. Canada Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 63. Mexico Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 64. Brazil Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 65. China Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 66. Japan Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 67. Korea Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 68. Southeast Asia Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 69. India Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 70. Australia Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 71. Germany Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 72. France Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 73. UK Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 74. Italy Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 75. Russia Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 76. Egypt Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 77. South Africa Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 78. Israel Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 79. Turkey Tracking and Location Service Software Market Size 2027-2032 (\$ millions)

Figure 80. Global Tracking and Location Service Software Market Size Market Share Forecast by Type (2027-2032)

Figure 81. Global Tracking and Location Service Software Market Size Market Share  
Forecast by Application (2027-2032)

Figure 82. GCC Countries Tracking and Location Service Software Market Size  
2027-2032 (\$ millions)



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