

# Location Analytics Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

### Location Analytics Market Trends and Forecast

The future of the location analytics market looks promising with opportunities in the retail, manufacturing, government & defence, media and entertainment, transportation and logistics, energy and utilities, telecom and IT, healthcare, tourism & hospitality, banking & financial services, insurance, education, and real estate sectors. The global location analytics market is expected to grow with a CAGR of 13% to 15% from 2023 to 2028. The major drivers for this market are growing adoption of artificial intelligence (AI) & machine learning (ML) based location analytics solutions and growing need for location analytics across industries so that people can keep track of local information to use it in making business decisions.

### Location Analytics Market by Component, Deployment Mode, Organization Size, Location Type, Application, and End Use Industry

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below. To learn the scope, benefits, companies researched and other details of the global location analytics market report, please download the report brochure.

### Location Analytics Market by Segments

### Location Analytics Market by Segment

The study includes a forecast for the global location analytics market by component, deployment mode, organization size, location type, application, end use industry, and

region, as follows:

Location Analytics Market by Component [Value (\$B) Shipment Analysis from 2017 to 2028]:

#### Solutions

Geocoding and Reverse Geocoding

Data Integration and ETL

Reporting and Visualization

Thematic Mapping and Spatial Analysis

Others

#### Services

Professional Services

Consulting

Support and Maintenance

Deployment and Integration

#### Managed Services

Location Analytics Market by Deployment Mode [Value (\$B) Shipment Analysis from 2017 to 2028]:

Cloud

On-Premises

Location Analytics Market by Organization Size [Value (\$B) Shipment Analysis from

2017 to 2028]:

Large Enterprises

Small and Medium-Sized Enterprises

Location Analytics Market by Location Type [Value (\$B) Shipment Analysis from 2017 to 2028]:

Outdoor Location

Indoor Location

Location Analytics Market by Application [Value (\$B) Shipment Analysis from 2017 to 2028]:

Risk Management

Emergency Response Management

Customer Experience Management

Remote Monitoring

Supply Chain Planning and Optimization

Sales and Marketing Optimization

Location Selection and Optimization

Others

Location Analytics Market by End Use Industry [Value (\$B) Shipment Analysis from 2017 to 2028]:

Retail

Manufacturing

Government & Defence

Media and Entertainment

Transportation and Logistics

Energy and Utilities

Telecom and IT

Healthcare

Tourism and Hospitality

Banking and Financial Services

Insurance

Education

Real Estate

Location Analytics Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Location Analytics Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies location analytics companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the location analytics companies profiled in this report include:.

IBM

Google

Oracle

Microsoft

Esri

## Location Analytics Market Insights

Lucintel forecasts that outdoor location will remain the larger segment over the forecast period due to the growing use of outdoor analytics systems by the industries to monitor their immovable assets and rising number of outdoor applications for geospatial and positioning solutions.

Large enterprises will remain the largest segment by organization size over the forecast period due to the increasing demand for location data among businesses seeking to better monitoring and routing of people and goods and growing demand for the wireless devices and location sensors among the large enterprises.

North America will remain the largest region due to the government collaboration with the key technology players and increasing use of location analytics to collect location data in order to prevent virus spread & maintain social distance among citizens in the region.

## Features of the Location Analytics Market

**Market Size Estimates:** Location analytics market size estimation in terms of value (\$B)

**Trend and Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Location analytics market size by various segments, such as by component, deployment mode, organization size, location type, application, end use industry, and region

**Regional Analysis:** Location analytics market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by component, deployment mode, organization size, location type, application, end use industry, and regions for the location analytics market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the location analytics market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

Q1. What is the location analytics market size?

Answer: The global location analytics market is expected to reach an estimated \$xx billion by 2028.

Q2. What is the growth forecast for location analytics market?

Answer: The global location analytics market is expected to grow with a CAGR of 13% to 15% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the location analytics market?

Answer: The major drivers for this market are growing adoption of artificial intelligence

(AI) & machine learning (ML) based location analytics solutions and growing need for location analytics across industries so that people can keep track of local information to use it in making business decisions.

Q4. What are the major segments for location analytics market?

Answer: The future of the location analytics market looks promising with opportunities in the retail, manufacturing, government & defence, media and entertainment, transportation and logistics, energy and utilities, telecom and IT, healthcare, tourism & hospitality, banking & financial services, insurance, education, and real estate sectors.

Q6. Who are the key location analytics companies?

Answer: Some of the key location analytics companies are as follows:

IBM

Google

Oracle

Microsoft

Esri

Q7. Which location analytics segment will be the largest in future?

Answer: Lucintel forecasts that outdoor location will remain the larger segment over the forecast period due to the growing use of outdoor analytics systems by the industries to monitor their immovable assets and rising number of outdoor applications for geospatial and positioning solutions.

Q8. In location analytics market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region due to the government collaboration with the key technology players and increasing use of location analytics to collect location data in order to prevent virus spread & maintain social distance among

citizens in the region.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the location analytics market by component (solutions, services, and managed services), deployment mode (cloud and on-premises), organization size (large enterprises and small and medium-sized enterprises), location type (outdoor location and indoor location), application (risk management, emergency response management, customer experience management, remote monitoring, supply chain planning and optimization, sales and marketing optimization, location selection and optimization and others), end use industry (retail, manufacturing, government & defence, media and entertainment, transportation and logistics, energy and utilities, telecom and IT, healthcare, tourism and hospitality, banking and financial services, insurance, education, and real estate), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?



Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to location analytics market or related to location analytics companies, location analytics market size, location analytics market share, location analytics analysis

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