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2020-2025 Global Location-based Search and Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Location-based search and advertising involves integrating advertisements with location-based solutions. It is basically used to differentiate a set of customers based on their interests and location. People use their mobile devices to search for local events in their vicinity related to dining, movies, travel, children, or home decor. Location-based search and advertising is the best way to communicate the right message to the right set of customers at the right time in a meaningful and engaging way. It is a method of direct communication between consumers and marketing companies, and it helps companies figure out the right set of target customers based on their likes, interests, and geographical locations.

This report elaborates the market size, market characteristics, and market growth of the Location-based Search and Advertising industry, and breaks down according to the type, application, and consumption area of Location-based Search and Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Location-based Search and Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

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Key players in the global Location-based Search and Advertising market covered in Chapter 13:

Foursquare
Groupon
Scanbuy
Verve
Waze (Google)
bfonics
Yoose
Polaris Wireless
Ping Mobile
Thinknear
Shopkick
Thumbvista
Gimbal
Qualcomm Izat
Social Retail
Xad

In Chapter 6, on the basis of types, the Location-based Search and Advertising market from 2015 to 2025 is primarily split into:

Assisted GPS (A-GPS)
GPS
Enhanced GPS (E-GPS)
Enhanced Observed Time Difference (E-OTD)
Observed Time Difference (OTD)
Cell ID
Wi-Fi

In Chapter 7, on the basis of applications, the Location-based Search and Advertising market from 2015 to 2025 covers:

Retail Outlets
Public Places
Airports
Hospitals

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Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

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Years considered for this report:

Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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