

# COVID-19 Outbreak-Global Location-based Search and Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Location-based Search and Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Location-based Search and Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Location-based Search and Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Location-based Search and Advertising market covered in Chapter 12:

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

In Chapter 4 and 14.1, 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 5 and 14.2, on the basis of applications, the Location-based Search and Advertising market from 2015 to 2025 covers:

Retail Outlets  
Public Places  
Airports  
Hospitals

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina  
Columbia  
Chile  
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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