

# Global Location Based Services Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

<https://marketpublishers.com/r/G8332777CD53EN.html>

Date: January 2024

Pages: 107

Price: US\$ 3,250.00 (Single User License)

ID: G8332777CD53EN

## Abstracts

A location-based service (LBS) is a software-level service that uses location data to control features. As such LBS is an information service and has a number of uses in social networking today as information, in entertainment or security, which is accessible with mobile devices through the mobile network and which uses information on the geographical position of the mobile device.

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Location Based Services market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Location Based Services market are covered in Chapter 9:

Teldio  
HERE  
Navigine  
Google  
Pitney Bowes  
Centrak  
Qualcomm  
Apple  
Baidu  
Zebra  
Foursquare  
Ubisense  
Ekahau  
Cisco  
IBM  
TomTom  
Esri  
Galigeo  
Living Map  
infsoft  
Ericsson  
AiRISTA  
Microsoft  
Oracle  
Quuppa

In Chapter 5 and Chapter 7.3, based on types, the Location Based Services market from 2017 to 2027 is primarily split into:

Software  
Services  
Hardware

In Chapter 6 and Chapter 7.4, based on applications, the Location Based Services market from 2017 to 2027 covers:

Location Based Advertising  
Social Networking & Entertainment  
Business Intelligence

Mapping & Navigation  
Disaster Management & Emergency Support  
Other

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Location Based Services market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Location Based Services Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the

regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

### 3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

### 4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding

market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 LOCATION BASED SERVICES MARKET OVERVIEW

- 1.1 Product Overview and Scope of Location Based Services Market
- 1.2 Location Based Services Market Segment by Type
  - 1.2.1 Global Location Based Services Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Location Based Services Market Segment by Application
  - 1.3.1 Location Based Services Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Location Based Services Market, Region Wise (2017-2027)
  - 1.4.1 Global Location Based Services Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.4 China Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.6 India Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Location Based Services Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Location Based Services Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Location Based Services (2017-2027)
  - 1.5.1 Global Location Based Services Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Location Based Services Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Location Based Services Market

### 2 INDUSTRY OUTLOOK

- 2.1 Location Based Services Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers

- 2.2.4 Analysis of Brand Barrier
- 2.3 Location Based Services Market Drivers Analysis
- 2.4 Location Based Services Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Location Based Services Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Location Based Services Industry Development

### **3 GLOBAL LOCATION BASED SERVICES MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Location Based Services Sales Volume and Share by Player (2017-2022)
- 3.2 Global Location Based Services Revenue and Market Share by Player (2017-2022)
- 3.3 Global Location Based Services Average Price by Player (2017-2022)
- 3.4 Global Location Based Services Gross Margin by Player (2017-2022)
- 3.5 Location Based Services Market Competitive Situation and Trends
  - 3.5.1 Location Based Services Market Concentration Rate
  - 3.5.2 Location Based Services Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL LOCATION BASED SERVICES SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Location Based Services Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Location Based Services Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Location Based Services Market Under COVID-19
- 4.5 Europe Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Location Based Services Market Under COVID-19
- 4.6 China Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Location Based Services Market Under COVID-19



4.7 Japan Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Location Based Services Market Under COVID-19

4.8 India Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Location Based Services Market Under COVID-19

4.9 Southeast Asia Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Location Based Services Market Under COVID-19

4.10 Latin America Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Location Based Services Market Under COVID-19

4.11 Middle East and Africa Location Based Services Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Location Based Services Market Under COVID-19

## **5 GLOBAL LOCATION BASED SERVICES SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global Location Based Services Sales Volume and Market Share by Type (2017-2022)

5.2 Global Location Based Services Revenue and Market Share by Type (2017-2022)

5.3 Global Location Based Services Price by Type (2017-2022)

5.4 Global Location Based Services Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Location Based Services Sales Volume, Revenue and Growth Rate of Software (2017-2022)

5.4.2 Global Location Based Services Sales Volume, Revenue and Growth Rate of Services (2017-2022)

5.4.3 Global Location Based Services Sales Volume, Revenue and Growth Rate of Hardware (2017-2022)

## **6 GLOBAL LOCATION BASED SERVICES MARKET ANALYSIS BY APPLICATION**

6.1 Global Location Based Services Consumption and Market Share by Application (2017-2022)

6.2 Global Location Based Services Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Location Based Services Consumption and Growth Rate by Application

(2017-2022)

6.3.1 Global Location Based Services Consumption and Growth Rate of Location Based Advertising (2017-2022)

6.3.2 Global Location Based Services Consumption and Growth Rate of Social Networking & Entertainment (2017-2022)

6.3.3 Global Location Based Services Consumption and Growth Rate of Business Intelligence (2017-2022)

6.3.4 Global Location Based Services Consumption and Growth Rate of Mapping & Navigation (2017-2022)

6.3.5 Global Location Based Services Consumption and Growth Rate of Disaster Management & Emergency Support (2017-2022)

6.3.6 Global Location Based Services Consumption and Growth Rate of Other (2017-2022)

## **7 GLOBAL LOCATION BASED SERVICES MARKET FORECAST (2022-2027)**

7.1 Global Location Based Services Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Location Based Services Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Location Based Services Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Location Based Services Price and Trend Forecast (2022-2027)

7.2 Global Location Based Services Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Location Based Services Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Location Based Services Sales Volume and Revenue

## Forecast (2022-2027)

### 7.3 Global Location Based Services Sales Volume, Revenue and Price Forecast by Type (2022-2027)

#### 7.3.1 Global Location Based Services Revenue and Growth Rate of Software (2022-2027)

#### 7.3.2 Global Location Based Services Revenue and Growth Rate of Services (2022-2027)

#### 7.3.3 Global Location Based Services Revenue and Growth Rate of Hardware (2022-2027)

### 7.4 Global Location Based Services Consumption Forecast by Application (2022-2027)

#### 7.4.1 Global Location Based Services Consumption Value and Growth Rate of Location Based Advertising(2022-2027)

#### 7.4.2 Global Location Based Services Consumption Value and Growth Rate of Social Networking & Entertainment(2022-2027)

#### 7.4.3 Global Location Based Services Consumption Value and Growth Rate of Business Intelligence(2022-2027)

#### 7.4.4 Global Location Based Services Consumption Value and Growth Rate of Mapping & Navigation(2022-2027)

#### 7.4.5 Global Location Based Services Consumption Value and Growth Rate of Disaster Management & Emergency Support(2022-2027)

#### 7.4.6 Global Location Based Services Consumption Value and Growth Rate of Other(2022-2027)

### 7.5 Location Based Services Market Forecast Under COVID-19

## **8 LOCATION BASED SERVICES MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

### 8.1 Location Based Services Industrial Chain Analysis

### 8.2 Key Raw Materials Suppliers and Price Analysis

### 8.3 Manufacturing Cost Structure Analysis

#### 8.3.1 Labor Cost Analysis

#### 8.3.2 Energy Costs Analysis

#### 8.3.3 R&D Costs Analysis

### 8.4 Alternative Product Analysis

### 8.5 Major Distributors of Location Based Services Analysis

### 8.6 Major Downstream Buyers of Location Based Services Analysis

### 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Location Based Services Industry

## 9 PLAYERS PROFILES

### 9.1 Teldio

- 9.1.1 Teldio Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.1.2 Location Based Services Product Profiles, Application and Specification
- 9.1.3 Teldio Market Performance (2017-2022)
- 9.1.4 Recent Development
- 9.1.5 SWOT Analysis

### 9.2 HERE

- 9.2.1 HERE Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.2.2 Location Based Services Product Profiles, Application and Specification
- 9.2.3 HERE Market Performance (2017-2022)
- 9.2.4 Recent Development
- 9.2.5 SWOT Analysis

### 9.3 Navigine

- 9.3.1 Navigine Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.3.2 Location Based Services Product Profiles, Application and Specification
- 9.3.3 Navigine Market Performance (2017-2022)
- 9.3.4 Recent Development
- 9.3.5 SWOT Analysis

### 9.4 Google

- 9.4.1 Google Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.4.2 Location Based Services Product Profiles, Application and Specification
- 9.4.3 Google Market Performance (2017-2022)
- 9.4.4 Recent Development
- 9.4.5 SWOT Analysis

### 9.5 Pitney Bowes

- 9.5.1 Pitney Bowes Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.5.2 Location Based Services Product Profiles, Application and Specification
- 9.5.3 Pitney Bowes Market Performance (2017-2022)
- 9.5.4 Recent Development
- 9.5.5 SWOT Analysis

### 9.6 Centrak

- 9.6.1 Centrak Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.6.2 Location Based Services Product Profiles, Application and Specification
- 9.6.3 Centrak Market Performance (2017-2022)
- 9.6.4 Recent Development
- 9.6.5 SWOT Analysis

## 9.7 Qualcomm

9.7.1 Qualcomm Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Location Based Services Product Profiles, Application and Specification

9.7.3 Qualcomm Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

## 9.8 Apple

9.8.1 Apple Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Location Based Services Product Profiles, Application and Specification

9.8.3 Apple Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## 9.9 Baidu

9.9.1 Baidu Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Location Based Services Product Profiles, Application and Specification

9.9.3 Baidu Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

## 9.10 Zebra

9.10.1 Zebra Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 Location Based Services Product Profiles, Application and Specification

9.10.3 Zebra Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

## 9.11 Foursquare

9.11.1 Foursquare Basic Information, Manufacturing Base, Sales Region and Competitors

9.11.2 Location Based Services Product Profiles, Application and Specification

9.11.3 Foursquare Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

## 9.12 Ubisense

9.12.1 Ubisense Basic Information, Manufacturing Base, Sales Region and Competitors

9.12.2 Location Based Services Product Profiles, Application and Specification

9.12.3 Ubisense Market Performance (2017-2022)

9.12.4 Recent Development

9.12.5 SWOT Analysis

## 9.13 Ekahau

9.13.1 Ekahau Basic Information, Manufacturing Base, Sales Region and Competitors

9.13.2 Location Based Services Product Profiles, Application and Specification

9.13.3 Ekahau Market Performance (2017-2022)

9.13.4 Recent Development

9.13.5 SWOT Analysis

## 9.14 Cisco

9.14.1 Cisco Basic Information, Manufacturing Base, Sales Region and Competitors

9.14.2 Location Based Services Product Profiles, Application and Specification

9.14.3 Cisco Market Performance (2017-2022)

9.14.4 Recent Development

9.14.5 SWOT Analysis

## 9.15 IBM

9.15.1 IBM Basic Information, Manufacturing Base, Sales Region and Competitors

9.15.2 Location Based Services Product Profiles, Application and Specification

9.15.3 IBM Market Performance (2017-2022)

9.15.4 Recent Development

9.15.5 SWOT Analysis

## 9.16 TomTom

9.16.1 TomTom Basic Information, Manufacturing Base, Sales Region and Competitors

9.16.2 Location Based Services Product Profiles, Application and Specification

9.16.3 TomTom Market Performance (2017-2022)

9.16.4 Recent Development

9.16.5 SWOT Analysis

## 9.17 Esri

9.17.1 Esri Basic Information, Manufacturing Base, Sales Region and Competitors

9.17.2 Location Based Services Product Profiles, Application and Specification

9.17.3 Esri Market Performance (2017-2022)

9.17.4 Recent Development

9.17.5 SWOT Analysis

## 9.18 Galigeo

9.18.1 Galigeo Basic Information, Manufacturing Base, Sales Region and Competitors

9.18.2 Location Based Services Product Profiles, Application and Specification

9.18.3 Galigeo Market Performance (2017-2022)

9.18.4 Recent Development

9.18.5 SWOT Analysis

## 9.19 Living Map

9.19.1 Living Map Basic Information, Manufacturing Base, Sales Region and



## Competitors

9.19.2 Location Based Services Product Profiles, Application and Specification

9.19.3 Living Map Market Performance (2017-2022)

9.19.4 Recent Development

9.19.5 SWOT Analysis

## 9.20 infsoft

9.20.1 infsoft Basic Information, Manufacturing Base, Sales Region and Competitors

9.20.2 Location Based Services Product Profiles, Application and Specification

9.20.3 infsoft Market Performance (2017-2022)

9.20.4 Recent Development

9.20.5 SWOT Analysis

## 9.21 Ericsson

9.21.1 Ericsson Basic Information, Manufacturing Base, Sales Region and

### Competitors

9.21.2 Location Based Services Product Profiles, Application and Specification

9.21.3 Ericsson Market Performance (2017-2022)

9.21.4 Recent Development

9.21.5 SWOT Analysis

## 9.22 AiRISTA

9.22.1 AiRISTA Basic Information, Manufacturing Base, Sales Region and

### Competitors

9.22.2 Location Based Services Product Profiles, Application and Specification

9.22.3 AiRISTA Market Performance (2017-2022)

9.22.4 Recent Development

9.22.5 SWOT Analysis

## 9.23 Microsoft

9.23.1 Microsoft Basic Information, Manufacturing Base, Sales Region and

### Competitors

9.23.2 Location Based Services Product Profiles, Application and Specification

9.23.3 Microsoft Market Performance (2017-2022)

9.23.4 Recent Development

9.23.5 SWOT Analysis

## 9.24 Oracle

9.24.1 Oracle Basic Information, Manufacturing Base, Sales Region and Competitors

9.24.2 Location Based Services Product Profiles, Application and Specification

9.24.3 Oracle Market Performance (2017-2022)

9.24.4 Recent Development

9.24.5 SWOT Analysis

## 9.25 Quuppa

- 9.25.1 Quuppa Basic Information, Manufacturing Base, Sales Region and Competitors
- 9.25.2 Location Based Services Product Profiles, Application and Specification
- 9.25.3 Quuppa Market Performance (2017-2022)
- 9.25.4 Recent Development
- 9.25.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

- 11.1 Methodology
- 11.2 Research Data Source



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Location Based Services Product Picture

Table Global Location Based Services Market Sales Volume and CAGR (%) Comparison by Type

Table Location Based Services Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Location Based Services Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Location Based Services Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Location Based Services Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Location Based Services Industry Development

Table Global Location Based Services Sales Volume by Player (2017-2022)

Table Global Location Based Services Sales Volume Share by Player (2017-2022)

Figure Global Location Based Services Sales Volume Share by Player in 2021

Table Location Based Services Revenue (Million USD) by Player (2017-2022)

Table Location Based Services Revenue Market Share by Player (2017-2022)

Table Location Based Services Price by Player (2017-2022)

Table Location Based Services Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Location Based Services Sales Volume, Region Wise (2017-2022)

Table Global Location Based Services Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Location Based Services Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Location Based Services Sales Volume Market Share, Region Wise in 2021

Table Global Location Based Services Revenue (Million USD), Region Wise (2017-2022)

Table Global Location Based Services Revenue Market Share, Region Wise (2017-2022)

Figure Global Location Based Services Revenue Market Share, Region Wise (2017-2022)

Figure Global Location Based Services Revenue Market Share, Region Wise in 2021

Table Global Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Location Based Services Sales Volume by Type (2017-2022)

Table Global Location Based Services Sales Volume Market Share by Type (2017-2022)

Figure Global Location Based Services Sales Volume Market Share by Type in 2021

Table Global Location Based Services Revenue (Million USD) by Type (2017-2022)

Table Global Location Based Services Revenue Market Share by Type (2017-2022)

Figure Global Location Based Services Revenue Market Share by Type in 2021

Table Location Based Services Price by Type (2017-2022)

Figure Global Location Based Services Sales Volume and Growth Rate of Software (2017-2022)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Software (2017-2022)

Figure Global Location Based Services Sales Volume and Growth Rate of Services (2017-2022)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Services (2017-2022)

Figure Global Location Based Services Sales Volume and Growth Rate of Hardware (2017-2022)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Hardware (2017-2022)

Table Global Location Based Services Consumption by Application (2017-2022)

Table Global Location Based Services Consumption Market Share by Application (2017-2022)

Table Global Location Based Services Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Location Based Services Consumption Revenue Market Share by Application (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Location

Based Advertising (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Social Networking & Entertainment (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Business Intelligence (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Mapping & Navigation (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Disaster Management & Emergency Support (2017-2022)

Table Global Location Based Services Consumption and Growth Rate of Other (2017-2022)

Figure Global Location Based Services Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Location Based Services Price and Trend Forecast (2022-2027)

Figure USA Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Location Based Services Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Location Based Services Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Location Based Services Market Sales Volume Forecast, by Type

Table Global Location Based Services Sales Volume Market Share Forecast, by Type

Table Global Location Based Services Market Revenue (Million USD) Forecast, by Type

Table Global Location Based Services Revenue Market Share Forecast, by Type

Table Global Location Based Services Price Forecast, by Type

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Software (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Software (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Services (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Services (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Hardware (2022-2027)

Figure Global Location Based Services Revenue (Million USD) and Growth Rate of Hardware (2022-2027)

Table Global Location Based Services Market Consumption Forecast, by Application

Table Global Location Based Services Consumption Market Share Forecast, by Application

Table Global Location Based Services Market Revenue (Million USD) Forecast, by Application

Table Global Location Based Services Revenue Market Share Forecast, by Application

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Location Based Advertising (2022-2027)

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Social Networking & Entertainment (2022-2027)

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Business Intelligence (2022-2027)

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Mapping & Navigation (2022-2027)

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Disaster Management & Emergency Support (2022-2027)

Figure Global Location Based Services Consumption Value (Million USD) and Growth Rate of Other (2022-2027)

Figure Location Based Services Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis



Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Teldio Profile

Table Teldio Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Teldio Location Based Services Sales Volume and Growth Rate

Figure Teldio Revenue (Million USD) Market Share 2017-2022

Table HERE Profile

Table HERE Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure HERE Location Based Services Sales Volume and Growth Rate

Figure HERE Revenue (Million USD) Market Share 2017-2022

Table Navigine Profile

Table Navigine Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Navigine Location Based Services Sales Volume and Growth Rate

Figure Navigine Revenue (Million USD) Market Share 2017-2022

Table Google Profile

Table Google Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Google Location Based Services Sales Volume and Growth Rate

Figure Google Revenue (Million USD) Market Share 2017-2022

Table Pitney Bowes Profile

Table Pitney Bowes Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Pitney Bowes Location Based Services Sales Volume and Growth Rate

Figure Pitney Bowes Revenue (Million USD) Market Share 2017-2022

Table Centrak Profile

Table Centrak Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Centrak Location Based Services Sales Volume and Growth Rate

Figure Centrak Revenue (Million USD) Market Share 2017-2022

Table Qualcomm Profile

Table Qualcomm Location Based Services Sales Volume, Revenue (Million USD), Price



and Gross Margin (2017-2022)

Figure Qualcomm Location Based Services Sales Volume and Growth Rate

Figure Qualcomm Revenue (Million USD) Market Share 2017-2022

Table Apple Profile

Table Apple Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Apple Location Based Services Sales Volume and Growth Rate

Figure Apple Revenue (Million USD) Market Share 2017-2022

Table Baidu Profile

Table Baidu Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Baidu Location Based Services Sales Volume and Growth Rate

Figure Baidu Revenue (Million USD) Market Share 2017-2022

Table Zebra Profile

Table Zebra Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Zebra Location Based Services Sales Volume and Growth Rate

Figure Zebra Revenue (Million USD) Market Share 2017-2022

Table Foursquare Profile

Table Foursquare Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Foursquare Location Based Services Sales Volume and Growth Rate

Figure Foursquare Revenue (Million USD) Market Share 2017-2022

Table Ubisense Profile

Table Ubisense Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ubisense Location Based Services Sales Volume and Growth Rate

Figure Ubisense Revenue (Million USD) Market Share 2017-2022

Table Ekahau Profile

Table Ekahau Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ekahau Location Based Services Sales Volume and Growth Rate

Figure Ekahau Revenue (Million USD) Market Share 2017-2022

Table Cisco Profile

Table Cisco Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Cisco Location Based Services Sales Volume and Growth Rate

Figure Cisco Revenue (Million USD) Market Share 2017-2022

Table IBM Profile

Table IBM Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure IBM Location Based Services Sales Volume and Growth Rate

Figure IBM Revenue (Million USD) Market Share 2017-2022

Table TomTom Profile

Table TomTom Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure TomTom Location Based Services Sales Volume and Growth Rate

Figure TomTom Revenue (Million USD) Market Share 2017-2022

Table Esri Profile

Table Esri Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Esri Location Based Services Sales Volume and Growth Rate

Figure Esri Revenue (Million USD) Market Share 2017-2022

Table Galigeo Profile

Table Galigeo Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Galigeo Location Based Services Sales Volume and Growth Rate

Figure Galigeo Revenue (Million USD) Market Share 2017-2022

Table Living Map Profile

Table Living Map Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Living Map Location Based Services Sales Volume and Growth Rate

Figure Living Map Revenue (Million USD) Market Share 2017-2022

Table infsoft Profile

Table infsoft Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure infsoft Location Based Services Sales Volume and Growth Rate

Figure infsoft Revenue (Million USD) Market Share 2017-2022

Table Ericsson Profile

Table Ericsson Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ericsson Location Based Services Sales Volume and Growth Rate

Figure Ericsson Revenue (Million USD) Market Share 2017-2022

Table AiRISTA Profile

Table AiRISTA Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure AiRISTA Location Based Services Sales Volume and Growth Rate

Figure AiRISTA Revenue (Million USD) Market Share 2017-2022

Table Microsoft Profile

Table Microsoft Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Microsoft Location Based Services Sales Volume and Growth Rate

Figure Microsoft Revenue (Million USD) Market Share 2017-2022

Table Oracle Profile

Table Oracle Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Oracle Location Based Services Sales Volume and Growth Rate

Figure Oracle Revenue (Million USD) Market Share 2017-2022

Table Quuppa Profile

Table Quuppa Location Based Services Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Quuppa Location Based Services Sales Volume and Growth Rate

Figure Quuppa Revenue (Million USD) Market Share 2017-2022

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