

# Global Location Based Services (LBS) Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Location-based services (LBS) use real-time geographic data from mobile devices or smartphones to provide information, entertainment or security.

Based on the Location Based Services (LBS) market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Location Based Services (LBS) market covered in Chapter 5:

Google Inc.

HERE

International Business Machines Corporation

AT&T Inc.

Alcatel-Lucent SA

Bharti Airtel, LTD.

Oracle Corporation

Apple, Inc.

Qualcomm Inc.

Cisco Systems, Inc.

Microsoft Corporation

In Chapter 6, on the basis of types, the Location Based Services (LBS) market from 2015 to 2025 is primarily split into:

Hardware

Software

Services

In Chapter 7, on the basis of applications, the Location Based Services (LBS) market from 2015 to 2025 covers:

Location-based Advertising

Business Intelligence & Analytics

Fleet Management

Mapping and Navigation

Local Search & Information

Social Networking & Entertainment

Proximity Marketing

Asset Tracking

Others

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 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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