

Digital Map Market by Offering (Solutions and Services), Mapping Type (Outdoor Mapping, Indoor Mapping, and 3D and 4D Metaverse), Purpose (Navigation Maps, Satellite Maps, Thematic Maps), Scale, Application, Vertical and Region - Global Forecast to 2029

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Abstracts

The digital map market is expected to grow from USD 28.3 billion in 2024 to USD 47.8 billion by 2029, at a CAGR of 11.1% during the forecast period. The digital maps market has gradually gained traction in many sectors, including government & defense, automotive, travel, transport and logistics, retail, manufacturing, finance, and many others, by integrating extensive geographic information systems, location analytics, and real-time GPS tracking. Furthermore, digital map systems enable end-to-end map solutions, including geographical data, real-time updates, technological integration, and an analytics approach for improved geographical map-based results. Administrations constantly seek an upsurge to enhance professional process efficiency and improve marketing activities. Firms are cohesively adopting and implementing digital map solutions and services to their existing systems. The solutions segment is primarily deployed by building blocks, which include APIs and SDKs, analytical platforms, and other connected data.

'As per the Scale, Large Scale Maps are expected to hold a larger market size during the forecast period. '

Large-scale digital maps aid architects and urban designers in site analysis, building layout, and architectural design. They provide accurate depictions of existing conditions and help visualize proposed developments. Engineers use large-scale digital maps for

infrastructure planning, design, and construction. These maps assist in assessing terrain, analyzing drainage patterns, and determining suitable locations for roads, bridges, utilities, and other infrastructure.

'As per offerings, the digital map services will grow at the highest CAGR during the forecast period. '

By automating processes, companies use data map solutions to maintain high efficiency and lower costs. With the support of agile solutions, companies must ensure that their unique and customized needs are fulfilled. Consulting, deployment, and integration services in digital mapping involve providing expert guidance, assistance and support to organizations in effectively implementing and leveraging digital mapping technologies. These services help organizations navigate the complexities of digital mapping solutions, optimize their use, and integrate them seamlessly into existing workflows and systems.

Based on region, the Asia Pacific region will grow at the highest CAGR during the forecast period.

The digital maps market in the Asia Pacific region is expected to grow at the highest growth rates between 2024-2029. The digital map market in the Asia Pacific region is experiencing rapid growth, fueled by factors such as rapid urbanization, increasing smartphone penetration, booming e-commerce, government initiatives, emerging technologies like GIS and IoT, growing awareness of location intelligence, and collaborations between stakeholders. With a surge in demand for accurate mapping solutions for urban planning, logistics, smart city development, and emerging technologies like autonomous vehicles, the market is set to witness quick growth rates. This growth trajectory is further supported by the region's dynamic business landscape and the ongoing digital transformation across industries, making Asia Pacific a key battleground for digital mapping companies seeking expansion opportunities.

The breakup of the profiles of the primary participants is below:

By Company: Tier I: 30%, Tier II: 45%, and Tier III: 25%

By Designation: C-Level Executives: 35%, Director Level: 25%, and Others: 40%

By Region: North America: 45%, Europe: 20%, Asia Pacific: 30%, Rest of World:

5%

Note: Tier 1 companies have more than USD 10 billion, tier 2 companies' revenue ranges between USD 1 and 10 billion, and tier 3 companies' revenue ranges between USD 500 million and 1 billion. Other designations include sales managers, marketing managers, and product managers.

Source: Secondary Research, Interviews with Experts, and MarketsandMarkets Analysis

Some of the significant vendors offering digital map solutions across the globe include.

Google (US), Apple (US), TomTom (Netherlands), Esri(US), Here Technologies (Netherlands), Nearmap (Australia), Inrix (US), Lightbox (US), ServiceNow (US), Inpixon (US), Microsoft (US), and Maxar Technologies (US).

Research coverage:

The market study covers the digital map market across segments. It aims to estimate the market size and the growth potential of this market across different market segments, such as offering, mapping type, purpose, scale, application, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to buy this report:

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall digital map market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (rise in smartphone and internet usage globally has significantly heightened the demand for digital maps, particularly for navigation

and real-time tracking purposes), opportunities (indoor mapping solutions offer a suite of benefits across diverse sectors, with applications spanning stadiums, airports, healthcare facilities, and beyond, indoor maps cater to a broad spectrum of industries, unlocking solutions for varied needs), and challenges (limited infrastructure and internet access, affecting approximately half of the global population, present significant challenges for the digital map market).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the digital map market.

Market Development: Comprehensive information about lucrative markets – the report analyses the digital map market across varied regions.

Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the digital map market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and business processes offered in the digital map market of leading players like Google(US), Apple(US), TomTom(Netherlands), Esri(US), Here Technologies(Netherlands), among others in the digital map market.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 MARKET SCOPE

1.3.1 MARKET SEGMENTATION

FIGURE 1 DIGITAL MAP MARKET SEGMENTATION

1.3.2 REGIONS COVERED

FIGURE 2 DIGITAL MAP MARKET SEGMENTATION, BY REGION

1.3.3 YEARS CONSIDERED

FIGURE 3 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2019–2023

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

1.6.1 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH APPROACH

FIGURE 4 DIGITAL MAP MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Breakup of primary interviews

FIGURE 5 PRIMARY INTERVIEWS, BY COMPANY TYPE, DESIGNATION, AND REGION

2.1.2.2 Key industry insights

FIGURE 6 INSIGHTS FROM INDUSTRY EXPERTS

2.2 MARKET SIZE ESTIMATION

FIGURE 7 DIGITAL MAP MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

2.2.1 TOP-DOWN APPROACH

FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

2.2.2 BOTTOM-UP APPROACH

FIGURE 9 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FIGURE 10 DIGITAL MAP MARKET: RESEARCH FLOW

2.2.3 MARKET ESTIMATION APPROACHES

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

FIGURE 12 BOTTOM-UP APPROACH FROM SUPPLY SIDE: REVENUE FROM SOLUTIONS AND SERVICES

FIGURE 13 BOTTOM-UP APPROACH FROM SUPPLY SIDE: COLLECTIVE REVENUE OF VENDORS

FIGURE 14 DEMAND-SIDE APPROACH: DIGITAL MAP MARKET

2.3 DATA TRIANGULATION

FIGURE 15 DIGITAL MAP MARKET: DATA TRIANGULATION

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 RECESSION IMPACT ON DIGITAL MAP MARKET

2.6 RESEARCH ASSUMPTIONS

2.7 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

TABLE 3 DIGITAL MAP MARKET SIZE AND GROWTH, 2019–2023 (USD MILLION, Y-O-Y %)

TABLE 4 DIGITAL MAP MARKET SIZE AND GROWTH, 2024–2029 (USD MILLION, Y-O-Y %)

FIGURE 16 GLOBAL DIGITAL MAP MARKET TO WITNESS SIGNIFICANT GROWTH

3.1 OVERVIEW OF RECESSION IMPACT

FIGURE 17 FASTEST-GROWING SEGMENTS IN DIGITAL MAP MARKET, 2024–2029

FIGURE 18 DIGITAL MAP MARKET: REGIONAL SNAPSHOT

4 PREMIUM INSIGHTS

4.1 OVERVIEW OF DIGITAL MAP MARKET

FIGURE 19 SHIFT TOWARD GPS-ENABLED SOLUTIONS, CONNECTED VEHICLES, AND NAVIGATION APPS TO DRIVE MARKET GROWTH

4.2 DIGITAL MAP MARKET, BY OFFERING

FIGURE 20 SOLUTIONS SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD

4.3 DIGITAL MAP MARKET, BY SOLUTION

FIGURE 21 MAPPING DATA SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.4 DIGITAL MAP MARKET, BY SERVICE

FIGURE 22 CONSULTING SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.5 DIGITAL MAP MARKET, BY MAPPING TYPE

FIGURE 23 OUTDOOR MAPPING SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.6 DIGITAL MAP MARKET, BY PURPOSE

FIGURE 24 NAVIGATION MAPS TO ACCOUNT FOR LARGEST ADOPTION IN DIGITAL MAP MARKET DURING FORECAST PERIOD

4.7 DIGITAL MAP MARKET, BY SCALE

FIGURE 25 LARGE-SCALE MAPS TO ACCOUNT FOR LARGER ADOPTION IN DIGITAL MAP MARKET DURING FORECAST PERIOD

4.8 DIGITAL MAP MARKET, BY APPLICATION

FIGURE 26 ROUTING AND NAVIGATION TO ACCOUNT FOR LARGEST SHARE OF DIGITAL MAP MARKET DURING FORECAST PERIOD

4.9 DIGITAL MAP MARKET, BY VERTICAL

FIGURE 27 TRAVEL, TRANSPORTATION, AND LOGISTICS VERTICAL TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024

4.10 DIGITAL MAP MARKET: REGIONAL SCENARIO

FIGURE 28 ASIA PACIFIC TO EMERGE AS BEST MARKET FOR INVESTMENT IN NEXT FIVE YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 29 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: DIGITAL MAP MARKET

5.2.1 DRIVERS

5.2.1.1 Rise in smartphone and internet usage driving demand for digital maps

5.2.1.2 Growth in usage of 3D platforms reshaping map visualization and accuracy

5.2.1.3 GIS leverages AI & ML integration, enabling personalized services and complex spatial analysis tasks

5.2.1.4 High emphasis on real-time guidance, route options, and nearby amenities via advanced navigation systems

5.2.1.5 Growing demand for Location-based Services (LBS)

5.2.2 RESTRAINTS

5.2.2.1 Risk of unauthorized access and data breaches

5.2.2.2 Regulations and legal issues

5.2.3 OPPORTUNITIES

5.2.3.1 Geospatial data analytics driving optimized resource allocation and sustainable development

5.2.3.2 Increase in focus on SDKs and APIs, empowering indoor mapping solutions

5.2.3.3 Integration of IoT and smart cities, allowing informed decision-making, predictive maintenance, and real-time monitoring

5.2.3.4 Increase in implementation of 5G networks

5.2.4 CHALLENGES

5.2.4.1 High initial investment and maintenance costs

5.2.4.2 Limited infrastructure and internet access in underdeveloped countries

5.2.4.3 Technical difficulties with reliability and quality of data

5.3 CASE STUDY ANALYSIS

5.3.1 GOOGLE MAP HELPED ABAX TO DECREASE FLEET FUEL CONSUMPTION

5.3.2 OHIO USED ESRI'S GIS TO BRIDGE STATE'S DIGITAL DIVIDE

5.3.3 ALTO ENDEAVORED TO IMPROVE OVERALL EFFICIENCY AND REDUCE OPERATIONAL EXPENSES THROUGH GOOGLE MAPS

5.3.4 TB INT GOT FASTER AND MORE EFFICIENT ECOMMERCE WAREHOUSE PROCESSES THROUGH INTRANAV

5.3.5 PHONEPE ENHANCED USER EXPERIENCES WITH MAPPLS MAPS SDK FOR SEAMLESS NEARBY MERCHANT DISCOVERY

5.3.6 AIRSPACE GENERATED PROTOTYPES OF DATA ANALYTICS AND METRICS THROUGH ARCGIS INSIGHTS

5.4 VALUE CHAIN ANALYSIS

FIGURE 30 DIGITAL MAP MARKET: VALUE CHAIN ANALYSIS

5.5 ECOSYSTEM MAPPING

FIGURE 31 DIGITAL MAP MARKET: ECOSYSTEM

5.6 TECHNOLOGICAL ANALYSIS

5.6.1 KEY TECHNOLOGIES

5.6.1.1 GIS

5.6.1.2 Global Positioning System (GPS)

5.6.1.3 Remote Sensing

5.6.1.4 Cartographic Design

5.6.1.5 Spatial Analysis

5.6.2 COMPLEMENTARY TECHNOLOGIES

5.6.2.1 Internet of Things (IoT)

5.6.2.2 Artificial Intelligence (AI)

5.6.2.3 Augmented Reality (AR)

5.6.3 ADJACENT TECHNOLOGIES

5.6.3.1 Autonomous Vehicles

5.6.3.2 Smart Cities

5.7 PRICING ANALYSIS

TABLE 5 INDICATIVE PRICING ANALYSIS OF DIGITAL MAP VENDORS, BY OFFERING

5.8 PATENT ANALYSIS

FIGURE 32 NUMBER OF PATENTS PUBLISHED, 2013-2023

FIGURE 33 TOP FIVE PATENT OWNERS (GLOBAL)

TABLE 6 TOP 10 PATENT APPLICANTS (US)

5.9 PORTER'S FIVE FORCES ANALYSIS

FIGURE 34 DIGITAL MAP MARKET: PORTER'S FIVE FORCES ANALYSIS

TABLE 7 PORTER'S FIVE FORCES IMPACT ON DIGITAL MAP MARKET

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF SUPPLIERS

5.9.4 BARGAINING POWER OF BUYERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 REGULATORY LANDSCAPE

5.10.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2 KEY REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS, BY REGION

TABLE 9 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.11 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 35 DIGITAL MAP MARKET: TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

5.12 KEY STAKEHOLDERS & BUYING CRITERIA

5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS

5.12.2 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 36 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR APPLICATIONS

TABLE 13 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR

APPLICATIONS

5.12.3 BUYING CRITERIA

FIGURE 37 KEY BUYING CRITERIA FOR APPLICATIONS

TABLE 14 KEY BUYING CRITERIA FOR APPLICATIONS

5.13 BUSINESS MODEL ANALYSIS

FIGURE 38 DIGITAL MAP MARKET: BUSINESS MODEL

5.14 KEY CONFERENCES AND EVENTS

TABLE 15 DIGITAL MAP MARKET: DETAILED LIST OF CONFERENCES AND EVENTS, 2024-2025

5.15 INVESTMENT AND FUNDING SCENARIO

FIGURE 39 INVESTMENT AND FUNDING SCENARIO OF MAJOR DIGITAL MAP COMPANIES

5.16 DIGITAL MAP MARKET, BASED ON CONTENT

5.16.1 GENERAL REFERENCE MAPS

5.16.1.1 Political Maps

5.16.1.2 Physical Maps

5.16.1.3 Road Maps

5.16.1.4 Hybrid Maps

5.16.2 SPECIALIZED MAPS

5.16.2.1 Soil Maps

5.16.2.2 Geological Hazard Maps

5.16.2.3 Vegetation Maps

5.16.2.4 Water Resource Maps

5.17 DIGITAL MAP MARKET, BASED ON MAP SCALE

5.17.1 MACRO-SCALE MAPS

5.17.2 MICRO-SCALE MAPS

6 DIGITAL MAP MARKET, BY OFFERING

6.1 INTRODUCTION

FIGURE 40 SOLUTIONS SEGMENT TO HOLD LARGER MARKET SIZE DURING FORECAST PERIOD

6.1.1 OFFERING: DIGITAL MAP MARKET DRIVERS

TABLE 16 DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 17 DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

6.2 SOLUTIONS

FIGURE 41 MAPPING DATA SEGMENT TO HOLD LARGEST MARKET SIZE DURING FORECAST PERIOD

TABLE 18 DIGITAL MAP MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 19 DIGITAL MAP MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 20 DIGITAL MAP SOLUTIONS MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 21 DIGITAL MAP SOLUTIONS MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.1 MAPPING DATA

TABLE 22 MAPPING DATA: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 23 MAPPING DATA: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.1.1 Base Map Data

6.2.1.2 Routing and Navigation Data

6.2.1.3 Historical Data Archives

6.2.1.4 3D Mapping Data

6.2.2 WEB MAPPING

TABLE 24 WEB MAPPING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 25 WEB MAPPING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.2.1 Tile Maps

6.2.2.2 Interactive Maps

6.2.2.3 Customizable Maps

6.2.2.4 Real-time Data Maps

6.2.3 GPS-ENABLED SERVICES

TABLE 26 GPS-ENABLED SERVICES: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 27 GPS-ENABLED SERVICES: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.3.1 Location-based Services (LBS)

6.2.3.2 Navigation Services

6.2.3.3 Geofencing

6.2.3.4 Fitness and Activity Tracking

6.2.4 GEOGRAPHIC INFORMATION SYSTEM (GIS) SERVICES

TABLE 28 GIS SERVICES: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 29 GIS SERVICES: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.4.1 Vector Maps

6.2.4.2 Raster Maps

6.2.4.3 3D Maps

6.2.4.4 Spatial Analysis Maps

6.3 SERVICES

FIGURE 42 SUPPORT & MAINTENANCE SEGMENT TO WITNESS HIGHEST CAGR DURING FORECAST PERIOD

TABLE 30 DIGITAL MAP MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 31 DIGITAL MAP MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 32 DIGITAL MAP SERVICES MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 33 DIGITAL MAP SERVICES MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.1 CONSULTING

TABLE 34 CONSULTING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 35 CONSULTING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.2 SUPPORT & MAINTENANCE

TABLE 36 SUPPORT & MAINTENANCE: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 37 SUPPORT & MAINTENANCE: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.3 DEPLOYMENT & INTEGRATION

TABLE 38 DEPLOYMENT & INTEGRATION: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 39 DEPLOYMENT & INTEGRATION: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

7 DIGITAL MAP MARKET, BY MAPPING TYPE

7.1 INTRODUCTION

7.1.1 MAPPING TYPE: DIGITAL MAP MARKET DRIVERS

TABLE 40 DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 41 DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

7.2 OUTDOOR MAPPING

TABLE 42 OUTDOOR MAPPING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 43 OUTDOOR MAPPING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

7.2.1 TOPOGRAPHIC MAPPING

7.2.2 ROAD MAPPING

7.2.3 SATELLITE MAPPING

7.2.4 ARIAL PHOTOGRAPHY

7.2.5 OTHER OUTDOOR MAPPING

7.3 INDOOR MAPPING

TABLE 44 INDOOR MAPPING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 45 INDOOR MAPPING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.1 INDOOR NAVIGATION AND WAYFINDING

7.3.2 INDOOR POSITIONING SYSTEM (IPS)

7.3.3 INDOOR MAPPING APPLICATIONS

7.3.4 INDOOR ASSET TRACKING

7.3.5 OTHER INDOOR MAPPING

7.4 3D AND 4D METAVERSE

TABLE 46 3D AND 4D METAVERSE: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 3D AND 4D METAVERSE: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

7.4.1 3D METAVERSE

7.4.2 4D METAVERSE

8 DIGITAL MAP MARKET, BY PURPOSE

8.1 INTRODUCTION

8.1.1 PURPOSE: DIGITAL MAP MARKET DRIVERS

TABLE 48 DIGITAL MAP MARKET, BY PURPOSE, 2019–2023 (USD MILLION)

TABLE 49 DIGITAL MAP MARKET, BY PURPOSE, 2024–2029 (USD MILLION)

8.2 NAVIGATION MAPS

TABLE 50 NAVIGATION MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 51 NAVIGATION MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

8.2.1 TURN-BY-TURN NAVIGATION MAPS

8.2.2 REAL-TIME TRAFFIC NAVIGATION MAPS

8.2.3 PEDESTRIAN NAVIGATION MAPS

8.2.4 PUBLIC TRANSPORT MAPS

8.3 THEMATIC MAPS

TABLE 52 THEMATIC MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD

MILLION)

TABLE 53 THEMATIC MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

8.3.1 DEMOGRAPHIC MAPS

8.3.2 ENVIRONMENTAL MAPS

8.3.3 ECONOMIC MAPS

8.3.4 HEALTH MAPS

8.4 SATELLITE MAPS

TABLE 54 SATELLITE MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 55 SATELLITE MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

8.4.1 AERIAL IMAGERY

8.4.2 REMOTE SENSING IMAGERY

8.4.3 MULTISPECTRAL IMAGERY

8.4.4 RADAR IMAGERY

8.5 REAL-TIME TRAFFIC MAPS

TABLE 56 REAL-TIME TRAFFIC MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 57 REAL-TIME TRAFFIC MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

8.5.1 CONGESTION HEAT MAPS

8.5.2 INCIDENT MAPS

8.5.3 PREDICTIVE TRAFFIC MAPS

8.5.4 ALTERNATIVE ROUTE MAPS

8.6 OTHER PURPOSES

TABLE 58 OTHER PURPOSES: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 59 OTHER PURPOSES: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

9 DIGITAL MAP MARKET, BY SCALE

9.1 INTRODUCTION

9.1.1 SCALE: DIGITAL MAP MARKET DRIVERS

TABLE 60 DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD MILLION)

TABLE 61 DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD MILLION)

9.2 LARGE-SCALE MAPS

TABLE 62 LARGE-SCALE MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023

(USD MILLION)

TABLE 63 LARGE-SCALE MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029

(USD MILLION)

9.2.1 CITY MAPS

9.2.2 CAMPUS MAPS

9.2.3 FACILITY MAPS

9.2.4 SITE PLANS

9.3 SMALL-SCALE MAPS

TABLE 64 SMALL-SCALE MAPS: DIGITAL MAP MARKET, BY REGION, 2019–2023

(USD MILLION)

TABLE 65 SMALL-SCALE MAPS: DIGITAL MAP MARKET, BY REGION, 2024–2029

(USD MILLION)

9.3.1 WORLD MAPS

9.3.2 REGIONAL MAPS

9.3.3 CONTINENTAL MAPS

9.3.4 HEMISPHERIC PLANS

10 DIGITAL MAP MARKET, BY APPLICATION

10.1 INTRODUCTION

10.1.1 APPLICATION: DIGITAL MAP MARKET DRIVERS

TABLE 66 DIGITAL MAP MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 67 DIGITAL MAP MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

10.2 REAL-TIME LOCATION DATA MANAGEMENT

TABLE 68 REAL-TIME LOCATION DATA MANAGEMENT: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 69 REAL-TIME LOCATION DATA MANAGEMENT: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

10.3 GEOCODING AND GEOPOSITIONING

TABLE 70 GEOCODING AND GEOPOSITIONING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 71 GEOCODING AND GEOPOSITIONING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

10.4 ROUTING AND NAVIGATION

TABLE 72 ROUTING AND NAVIGATION: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 73 ROUTING AND NAVIGATION: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

10.5 ASSET TRACKING

TABLE 74 ASSET TRACKING: DIGITAL MAP MARKET, BY REGION, 2019–2023
(USD MILLION)

TABLE 75 ASSET TRACKING: DIGITAL MAP MARKET, BY REGION, 2024–2029
(USD MILLION)

10.6 REVERSE GEOCODING

TABLE 76 REVERSE GEOCODING: DIGITAL MAP MARKET, BY REGION,
2019–2023 (USD MILLION)

TABLE 77 REVERSE GEOCODING: DIGITAL MAP MARKET, BY REGION,
2024–2029 (USD MILLION)

10.7 OTHER APPLICATIONS

TABLE 78 OTHER APPLICATIONS: DIGITAL MAP MARKET, BY REGION, 2019–2023
(USD MILLION)

TABLE 79 OTHER APPLICATIONS: DIGITAL MAP MARKET, BY REGION, 2024–2029
(USD MILLION)

11 DIGITAL MAP MARKET, BY VERTICAL

11.1 INTRODUCTION

11.1.1 VERTICAL: DIGITAL MAP MARKET DRIVERS

TABLE 80 DIGITAL MAP MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 81 DIGITAL MAP MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

11.2 GOVERNMENT & DEFENSE

TABLE 82 GOVERNMENT & DEFENSE: DIGITAL MAP MARKET, BY REGION,
2019–2023 (USD MILLION)

TABLE 83 GOVERNMENT & DEFENSE: DIGITAL MAP MARKET, BY REGION,
2024–2029 (USD MILLION)

11.2.1 GOVERNMENT & DEFENSE: APPLICATION AREAS

11.2.1.1 Urban Planning & Development

11.2.1.2 Emergency Management & Disaster Preparedness

11.2.1.3 Border Security & Defense

11.2.1.4 Law Enforcement & Crime Mapping

11.2.1.5 Other Government & Defense Applications

11.3 INFRASTRUCTURE DEVELOPMENT & CONSTRUCTION

TABLE 84 INFRASTRUCTURE DEVELOPMENT & CONSTRUCTION: DIGITAL MAP
MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 85 INFRASTRUCTURE DEVELOPMENT & CONSTRUCTION: DIGITAL MAP
MARKET, BY REGION, 2024–2029 (USD MILLION)

11.3.1 INFRASTRUCTURE DEVELOPMENT & CONSTRUCTION: APPLICATION
AREAS

11.3.1.1 Site Planning & Layout Optimization

11.3.1.2 Construction Progress Monitoring and Reporting

11.3.1.3 BIM (Building Information Modeling) Integration

11.3.1.4 Infrastructure Development Planning

11.3.1.5 Other Infrastructure Development & Construction Applications

11.4 TRAVEL, TRANSPORTATION, AND LOGISTICS

TABLE 86 TRAVEL, TRANSPORTATION, AND LOGISTICS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 87 TRAVEL, TRANSPORTATION, AND LOGISTICS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.4.1 TRAVEL, TRANSPORTATION, AND LOGISTICS: APPLICATION AREAS

11.4.1.1 Route Optimization

11.4.1.2 Warehouse & Inventory Management

11.4.1.3 Freight Transportation & Vehicle Tracking

11.4.1.4 Supply Chain Visibility & Monitoring

11.4.1.5 Other Travel, Transportation, and Logistics Applications

11.5 AUTOMOTIVE

TABLE 88 AUTOMOTIVE: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 89 AUTOMOTIVE: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.5.1 AUTOMOTIVE: APPLICATION AREAS

11.5.1.1 Advanced Driver Assistance Systems (ADAS)

11.5.1.2 Autonomous Vehicle Navigation & Localization

11.5.1.3 Vehicle Tracking & Fleet Management

11.5.1.4 Other Automotive Applications

11.6 RETAIL & E-COMMERCE

TABLE 90 RETAIL & E-COMMERCE: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 91 RETAIL & E-COMMERCE: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.6.1 RETAIL & E-COMMERCE: APPLICATION AREAS

11.6.1.1 Store Location Analysis & Site Selection

11.6.1.2 Location-based Advertising & Promotions

11.6.1.3 Omnichannel Retail Strategy Optimization

11.6.1.4 Other Retail & E-commerce Applications

11.7 FINANCE & INSURANCE

TABLE 92 FINANCE & INSURANCE: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 93 FINANCE & INSURANCE: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.7.1 FINANCE & INSURANCE: APPLICATION AREAS

11.7.1.1 Risk Assessment & Underwriting for Property Insurance

11.7.1.2 Insurance Claims Processing & Fraud Detection

11.7.1.3 Branch Network Optimization

11.7.1.4 Other Finance & Insurance Applications

11.8 MANUFACTURING

TABLE 94 MANUFACTURING: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 95 MANUFACTURING: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.8.1 MANUFACTURING: APPLICATION AREAS

11.8.1.1 Facility Layout Planning

11.8.1.2 Asset Tracking

11.8.1.3 Supply Chain Optimization

11.8.1.4 Other Manufacturing Applications

11.9 ENERGY, UTILITY, AND NATURAL RESOURCES

TABLE 96 ENERGY, UTILITY, AND NATURAL RESOURCES: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 97 ENERGY, UTILITY, AND NATURAL RESOURCES: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

11.9.1 ENERGY, UTILITY, AND NATURAL RESOURCES: APPLICATION AREAS

11.9.1.1 Network Planning & Design

11.9.1.2 Resource Management

11.9.1.3 Renewable Energy Planning

11.9.1.4 Other Energy, Utility, and Natural Resources Applications

11.10 OTHER VERTICALS

TABLE 98 OTHER VERTICALS: DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 99 OTHER VERTICALS: DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

12 DIGITAL MAP MARKET, BY REGION

12.1 INTRODUCTION

FIGURE 48 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 100 DIGITAL MAP MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 101 DIGITAL MAP MARKET, BY REGION, 2024–2029 (USD MILLION)

12.2 NORTH AMERICA

12.2.1 NORTH AMERICA: DIGITAL MAP MARKET DRIVERS

12.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 49 NORTH AMERICA: MARKET SNAPSHOT

TABLE 102 NORTH AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 103 NORTH AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 104 NORTH AMERICA: DIGITAL MAP MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 105 NORTH AMERICA: DIGITAL MAP MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 106 NORTH AMERICA: DIGITAL MAP MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 107 NORTH AMERICA: DIGITAL MAP MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 108 NORTH AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 109 NORTH AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

TABLE 110 NORTH AMERICA: DIGITAL MAP MARKET, BY PURPOSE, 2019–2023 (USD MILLION)

TABLE 111 NORTH AMERICA: DIGITAL MAP MARKET, BY PURPOSE, 2024–2029 (USD MILLION)

TABLE 112 NORTH AMERICA: DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD MILLION)

TABLE 113 NORTH AMERICA: DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD MILLION)

TABLE 114 NORTH AMERICA: DIGITAL MAP MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 115 NORTH AMERICA: DIGITAL MAP MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 116 NORTH AMERICA: DIGITAL MAP MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 117 NORTH AMERICA: DIGITAL MAP MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 118 NORTH AMERICA: DIGITAL MAP MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 119 NORTH AMERICA: DIGITAL MAP MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

12.2.3 US

12.2.3.1 Increasing adoption of LBS demand and presence of major vendors to drive market

TABLE 120 US: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 121 US: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 122 US: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 123 US: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.2.4 CANADA

12.2.4.1 Advancements in map-making technologies and surveying techniques and increasing adoption across industries to spur market growth

TABLE 124 CANADA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 125 CANADA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 126 CANADA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 127 CANADA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.3 EUROPE

12.3.1 EUROPE: DIGITAL MAP MARKET DRIVERS

12.3.2 EUROPE: RECESSION IMPACT

TABLE 128 EUROPE: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 129 EUROPE: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 130 EUROPE: DIGITAL MAP MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 131 EUROPE: DIGITAL MAP MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 132 EUROPE: DIGITAL MAP MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 133 EUROPE: DIGITAL MAP MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 134 EUROPE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 135 EUROPE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

TABLE 136 EUROPE: DIGITAL MAP MARKET, BY PURPOSE, 2019–2023 (USD MILLION)

TABLE 137 EUROPE: DIGITAL MAP MARKET, BY PURPOSE, 2024–2029 (USD MILLION)

TABLE 138 EUROPE: DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD MILLION)

TABLE 139 EUROPE: DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD MILLION)

TABLE 140 EUROPE: DIGITAL MAP MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 141 EUROPE: DIGITAL MAP MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 142 EUROPE: DIGITAL MAP MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 143 EUROPE: DIGITAL MAP MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 144 EUROPE: DIGITAL MAP MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 145 EUROPE: DIGITAL MAP MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

12.3.3 UK

12.3.3.1 Rise in investments by firms, governments, and defense and awareness about science to keep track of data in real-time to propel market

TABLE 146 UK: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 147 UK: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 148 UK: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 149 UK: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.3.4 FRANCE

12.3.4.1 Government's focus on accurate geospatial data and navigation solutions and initiatives to promote sustainable transportation to accelerate market

TABLE 150 FRANCE: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 151 FRANCE: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 152 FRANCE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD

MILLION)

TABLE 153 FRANCE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.3.5 GERMANY

12.3.5.1 Growing demand for digital maps for self-driving cars in automobile industry to foster market growth

TABLE 154 GERMANY: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 155 GERMANY: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 156 GERMANY: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 157 GERMANY: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.3.6 ITALY

12.3.6.1 Technological advancements, adoption of newer technologies, and evolving customer intelligence landscapes to boost market growth

TABLE 158 ITALY: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 159 ITALY: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 160 ITALY: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 161 ITALY: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.3.7 REST OF EUROPE

TABLE 162 REST OF EUROPE: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 163 REST OF EUROPE: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 164 REST OF EUROPE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 165 REST OF EUROPE: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.4 ASIA PACIFIC

12.4.1 ASIA PACIFIC: DIGITAL MAP MARKET DRIVERS

12.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 50 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 166 ASIA PACIFIC: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD

MILLION)

TABLE 167 ASIA PACIFIC: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 168 ASIA PACIFIC: DIGITAL MAP MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 169 ASIA PACIFIC: DIGITAL MAP MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 170 ASIA PACIFIC: DIGITAL MAP MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 171 ASIA PACIFIC: DIGITAL MAP MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 172 ASIA PACIFIC: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 173 ASIA PACIFIC: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

TABLE 174 ASIA PACIFIC: DIGITAL MAP MARKET, BY PURPOSE, 2019–2023 (USD MILLION)

TABLE 175 ASIA PACIFIC: DIGITAL MAP MARKET, BY PURPOSE, 2024–2029 (USD MILLION)

TABLE 176 ASIA PACIFIC: DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD MILLION)

TABLE 177 ASIA PACIFIC: DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD MILLION)

TABLE 178 ASIA PACIFIC: DIGITAL MAP MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 179 ASIA PACIFIC: DIGITAL MAP MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 180 ASIA PACIFIC: DIGITAL MAP MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 181 ASIA PACIFIC: DIGITAL MAP MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 182 ASIA PACIFIC: DIGITAL MAP MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 183 ASIA PACIFIC: DIGITAL MAP MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

12.4.3 CHINA

12.4.3.1 Increasing use of smartphones and internet and advancements in connected and semi-autonomous vehicles to drive market

TABLE 184 CHINA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD

MILLION)

TABLE 185 CHINA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 186 CHINA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 187 CHINA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.4.4 JAPAN

12.4.4.1 Need to enhance effectiveness of administrative work planning and formulation of government policies using digital maps and geospatial information to propel market

TABLE 188 JAPAN: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 189 JAPAN: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 190 JAPAN: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 191 JAPAN: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.4.5 INDIA

12.4.5.1 Expanding digital economy, smartphone adoption, and government initiatives such as Digital India and Smart Cities Mission to fuel market growth

TABLE 192 INDIA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 193 INDIA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 194 INDIA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 195 INDIA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.4.6 REST OF ASIA PACIFIC

TABLE 196 REST OF ASIA PACIFIC: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 197 REST OF ASIA PACIFIC: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 198 REST OF ASIA PACIFIC: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 199 REST OF ASIA PACIFIC: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

203" "12.5 MIDDLE EAST & AFRICA

12.5.1 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET DRIVERS

12.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 200 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 201 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 202 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 203 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 204 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 205 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 206 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 207 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

TABLE 208 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY PURPOSE, 2019–2023 (USD MILLION)

TABLE 209 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY PURPOSE, 2024–2029 (USD MILLION)

TABLE 210 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD MILLION)

TABLE 211 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD MILLION)

TABLE 212 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 213 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 214 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 215 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 216 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY COUNTRY/REGION, 2019–2023 (USD MILLION)

TABLE 217 MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY COUNTRY/REGION, 2024–2029 (USD MILLION)

12.5.3 GCC COUNTRIES

12.5.3.1 Surge in demand for seamless digital experiences, personalized services, and efficient government-citizen interactions to drive market

12.5.3.2 UAE

12.5.3.3 Saudi Arabia

12.5.3.4 Rest of GCC Countries

TABLE 218 GCC COUNTRIES: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 219 GCC COUNTRIES: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 220 GCC COUNTRIES: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 221 GCC COUNTRIES: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.5.4 SOUTH AFRICA

12.5.4.1 Growing demand for location-based services in everyday life and reliability on digital maps for accurate information delivery to propel market

TABLE 222 SOUTH AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 223 SOUTH AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 224 SOUTH AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 225 SOUTH AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.5.5 REST OF MIDDLE EAST & AFRICA

TABLE 226 REST OF MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 227 REST OF MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 228 REST OF MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 229 REST OF MIDDLE EAST & AFRICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.6 LATIN AMERICA

12.6.1 LATIN AMERICA: DIGITAL MAP MARKET DRIVERS

12.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 230 LATIN AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 231 LATIN AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029

(USD MILLION)

TABLE 232 LATIN AMERICA: DIGITAL MAP MARKET, BY SOLUTION, 2019–2023

(USD MILLION)

TABLE 233 LATIN AMERICA: DIGITAL MAP MARKET, BY SOLUTION, 2024–2029

(USD MILLION)

TABLE 234 LATIN AMERICA: DIGITAL MAP MARKET, BY SERVICE, 2019–2023

(USD MILLION)

TABLE 235 LATIN AMERICA: DIGITAL MAP MARKET, BY SERVICE, 2024–2029

(USD MILLION)

TABLE 236 LATIN AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE,
2019–2023 (USD MILLION)

TABLE 237 LATIN AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE,
2024–2029 (USD MILLION)

TABLE 238 LATIN AMERICA: DIGITAL MAP MARKET, BY PURPOSE, 2019–2023
(USD MILLION)

TABLE 239 LATIN AMERICA: DIGITAL MAP MARKET, BY PURPOSE, 2024–2029
(USD MILLION)

TABLE 240 LATIN AMERICA: DIGITAL MAP MARKET, BY SCALE, 2019–2023 (USD
MILLION)

TABLE 241 LATIN AMERICA: DIGITAL MAP MARKET, BY SCALE, 2024–2029 (USD
MILLION)

TABLE 242 LATIN AMERICA: DIGITAL MAP MARKET, BY APPLICATION, 2019–2023
(USD MILLION)

TABLE 243 LATIN AMERICA: DIGITAL MAP MARKET, BY APPLICATION, 2024–2029
(USD MILLION)

TABLE 244 LATIN AMERICA: DIGITAL MAP MARKET, BY VERTICAL, 2019–2023
(USD MILLION)

TABLE 245 LATIN AMERICA: DIGITAL MAP MARKET, BY VERTICAL, 2024–2029
(USD MILLION)

TABLE 246 LATIN AMERICA: DIGITAL MAP MARKET, BY COUNTRY, 2019–2023
(USD MILLION)

TABLE 247 LATIN AMERICA: DIGITAL MAP MARKET, BY COUNTRY, 2024–2029
(USD MILLION)

12.6.3 BRAZIL

12.6.3.1 Increasing adoption of geospatial information, rising use of portable computers for navigation, and growing focus on digital technologies to spur market growth

TABLE 248 BRAZIL: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD
MILLION)

TABLE 249 BRAZIL: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 250 BRAZIL: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 251 BRAZIL: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.6.4 MEXICO

12.6.4.1 Widespread adoption of intelligent PDAs, increasing use of IoT devices, and expanding influence of social networking platforms to foster market growth

TABLE 252 MEXICO: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 253 MEXICO: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 254 MEXICO: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 255 MEXICO: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

12.6.5 REST OF LATIN AMERICA

TABLE 256 REST OF LATIN AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 257 REST OF LATIN AMERICA: DIGITAL MAP MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 258 REST OF LATIN AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2019–2023 (USD MILLION)

TABLE 259 REST OF LATIN AMERICA: DIGITAL MAP MARKET, BY MAPPING TYPE, 2024–2029 (USD MILLION)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 260 OVERVIEW OF STRATEGIES ADOPTED BY KEY DIGITAL MAP MARKET VENDORS

13.3 REVENUE ANALYSIS

FIGURE 51 REVENUE ANALYSIS OF KEY DIGITAL MAP MARKET PLAYERS

13.4 MARKET SHARE ANALYSIS

FIGURE 52 MARKET SHARE ANALYSIS, 2023

TABLE 261 DIGITAL MAP MARKET: DEGREE OF COMPETITION

13.5 BRAND/PRODUCT COMPARISON

FIGURE 53 BRANDS COMPARISON/VENDOR PRODUCT LANDSCAPE**13.6 COMPANY EVALUATION MATRIX: KEY PLAYERS****13.6.1 STARS****13.6.2 EMERGING LEADERS****13.6.3 PERVASIVE PLAYERS****13.6.4 PARTICIPANTS****FIGURE 54 DIGITAL MAP MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023****13.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023****FIGURE 55 DIGITAL MAP MARKET: COMPANY FOOTPRINT****TABLE 262 DIGITAL MAP MARKET: REGION FOOTPRINT****TABLE 263 DIGITAL MAP MARKET: OFFERING FOOTPRINT****TABLE 264 DIGITAL MAP MARKET: APPLICATION FOOTPRINT****TABLE 265 DIGITAL MAP MARKET: VERTICAL FOOTPRINT****13.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES****13.7.1 PROGRESSIVE COMPANIES****13.7.2 RESPONSIVE COMPANIES****13.7.3 DYNAMIC COMPANIES****13.7.4 STARTING BLOCKS****FIGURE 56 DIGITAL MAP MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2023****13.7.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023****TABLE 266 DIGITAL MAP MARKET: KEY STARTUPS/SMES****TABLE 267 DIGITAL MAP MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES****13.8 COMPANY VALUATION AND FINANCIAL METRICS****FIGURE 57 COMPANY VALUATION AND FINANCIAL METRICS****13.9 KEY MARKET DEVELOPMENTS****13.9.1 PRODUCT LAUNCHES AND ENHANCEMENTS****TABLE 268 DIGITAL MAP MARKET: PRODUCT LAUNCHES AND ENHANCEMENTS, JULY 2020–OCTOBER 2023****13.9.2 DEALS****TABLE 269 DIGITAL MAP MARKET: DEALS, FEBRUARY 2021–MARCH 2024****14 COMPANY PROFILES****14.1 KEY PLAYERS**

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

14.1.1 GOOGLE

TABLE 270 GOOGLE: COMPANY OVERVIEW

FIGURE 58 GOOGLE: COMPANY SNAPSHOT

TABLE 271 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 272 GOOGLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 273 GOOGLE: DEALS

14.1.2 APPLE

TABLE 274 APPLE: COMPANY OVERVIEW

FIGURE 59 APPLE: COMPANY SNAPSHOT

TABLE 275 APPLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 276 APPLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 277 APPLE: DEALS

14.1.3 TOMTOM

TABLE 278 TOMTOM: COMPANY OVERVIEW

FIGURE 60 TOMTOM: COMPANY SNAPSHOT

TABLE 279 TOMTOM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 280 TOMTOM: DEALS

14.1.4 ESRI

TABLE 281 ESRI: COMPANY OVERVIEW

TABLE 282 ESRI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 283 ESRI: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 284 ESRI: DEALS

14.1.5 HERE TECHNOLOGIES

TABLE 285 HERE TECHNOLOGIES: COMPANY OVERVIEW

TABLE 286 HERE TECHNOLOGIES: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 287 HERE TECHNOLOGIES: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 288 HERE TECHNOLOGIES: DEALS

14.1.6 NEARMAP

TABLE 289 NEARMAP: COMPANY OVERVIEW

TABLE 290 NEARMAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 291 NEARMAP: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 292 NEARMAP: DEALS

14.1.7 INRIX

TABLE 293 INRIX: COMPANY OVERVIEW

TABLE 294 INRIX: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 295 INRIX: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 296 INRIX: DEALS

14.1.8 LIGHTBOX

TABLE 297 LIGHTBOX: COMPANY OVERVIEW

TABLE 298 LIGHTBOX: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 299 LIGHTBOX: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 300 LIGHTBOX: DEALS

14.1.9 SERVICENOW

TABLE 301 SERVICENOW: COMPANY OVERVIEW

FIGURE 61 SERVICENOW: COMPANY SNAPSHOT

TABLE 302 SERVICENOW: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 303 SERVICENOW: DEALS

14.1.10 INPIXON

TABLE 304 INPIXON: COMPANY OVERVIEW

TABLE 305 INPIXON: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 306 INPIXON: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 307 INPIXON: DEALS

14.1.11 MICROSOFT

TABLE 308 MICROSOFT: COMPANY OVERVIEW

FIGURE 62 MICROSOFT: COMPANY SNAPSHOT

TABLE 309 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 310 MICROSOFT: DEALS

14.1.12 MAXAR TECHNOLOGIES

TABLE 311 MAXAR TECHNOLOGIES: COMPANY OVERVIEW

TABLE 312 MAXAR TECHNOLOGIES: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 313 MAXAR TECHNOLOGIES: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 314 MAXAR TECHNOLOGIES: DEALS

14.2 OTHER PLAYERS

14.2.1 EMAPA

14.2.2 DABEEO

14.2.3 CALIPER CORPORATION

14.2.4 MAPMYINDIA

14.2.5 GEOVERRA

14.2.6 ORBITAL INSIGHT

14.2.7 DIGIMAP

14.2.8 MAPQUEST

14.2.9 INDOORATLAS

14.2.10 MAPSTED

14.2.11 MAPIDEA

14.2.12 GEOCENTO

14.2.13 GEOSPIN

14.2.14 JAWG MAPS

14.2.15 BARIKOI

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

15 ADJACENT/RELATED MARKETS

15.1 INTRODUCTION

15.2 DIGITAL MAP MARKET ECOSYSTEM AND ADJACENT MARKETS

TABLE 315 ADJACENT MARKETS AND FORECASTS

15.3 LIMITATIONS

15.4 GEOSPATIAL IMAGERY ANALYTICS MARKET

15.4.1 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY TYPE

TABLE 316 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY TYPE, 2016–2020 (USD MILLION)

TABLE 317 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY TYPE, 2021–2026 (USD MILLION)

15.4.2 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY COLLECTION MEDIUM

TABLE 318 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY COLLECTION MEDIUM, 2016–2020 (USD MILLION)

TABLE 319 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY COLLECTION MEDIUM, 2021–2026 (USD MILLION)

15.4.3 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY APPLICATION

TABLE 320 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 321 GEOSPATIAL IMAGERY ANALYTICS MARKET, BY APPLICATION, 2021–2026 (USD MILLION)

15.5 GEOGRAPHIC INFORMATION SYSTEM MARKET

15.5.1 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY OFFERING

TABLE 322 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY OFFERING, 2018–2025 (USD MILLION)

15.5.2 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY FUNCTION

TABLE 323 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY FUNCTION, 2018–2025 (USD BILLION)

15.5.3 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY INDUSTRY

TABLE 324 GEOGRAPHIC INFORMATION SYSTEM MARKET, BY INDUSTRY, 2018–2025 (USD BILLION)

16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.3 CUSTOMIZATION OPTIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

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