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Geospatial Analytics Market by Software Type (Geocoding, Thematic Mapping, ETL, Spatial Data), Technology (Sensors, LiDAR, Radar, GPR, EML, GNSS, GIS, ML), Data Type (Raster Data, Vector Data, 3D Data, Tabular Data), & Vertical - Global Forecast to 2029

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Abstracts

The geospatial analytics market is projected to grow from USD 32.97 billion in 2024 to USD 55.75 billion by 2029, at a compound annual growth rate (CAGR) of 11.1% during the forecast period. The market is anticipated to grow significantly due to several key factors. The increasing adoption of Location-Based Services (LBS) across industries, such as transportation, retail, and healthcare, is driving demand for real-time location intelligence. Advancements in spatial data processing technologies, including AI, IoT, and big data analytics, have enhanced the ability to analyze large-scale geospatial data efficiently. Additionally, rising investments in smart cities and urban planning initiatives worldwide are fueling the need for geospatial tools to optimize infrastructure, resource management, and sustainable urban development, further propelling market growth.

“Sensors and scanning segment is expected to hold the largest market share during the forecast period”

Sensors and scanning technologies hold the largest market share in the geospatial analytics market, driven by advanced software solutions that process and analyze data collected from diverse sources like LiDAR, radar, and satellite imagery. These software tools enable real-time data integration, visualization, and analysis, transforming raw sensor inputs into actionable geospatial insights. Applications such as 3D mapping, terrain analysis, and infrastructure monitoring rely on these software capabilities to

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enhance precision and efficiency. The growing adoption of AI-powered processing and cloud-based platforms further strengthens the role of sensors and scanning software in addressing complex geospatial challenges across industries.

“The location intelligence software type will have the fastest growth rate during the forecast period”

Location intelligence is the fastest-growing software type in the geospatial analytics market, as organizations increasingly leverage spatial data to enhance decision-making and strategic planning. This software enables businesses to visualize, analyze, and interpret location-based insights, driving applications in customer analytics, supply chain optimization, and market segmentation. The rise of IoT devices, real-time tracking, and AI-driven analytics has amplified the adoption of location intelligence, making it essential for industries like retail, logistics, and urban development. Its ability to uncover hidden patterns and optimize operations fuels its rapid growth in the geospatial analytics market.

“Asia Pacific's to witness rapid geospatial analytics growth fueled by innovation and emerging technologies, while North America leads in market size”

The Asia Pacific region is the fastest-growing market for geospatial analytics, driven by rapid urbanization, government initiatives for smart cities, and the increasing adoption of location-based services across industries like agriculture, transportation, and infrastructure development. Emerging economies such as India, China, and Southeast Asian nations are investing heavily in geospatial technologies to support economic growth and sustainable development. Whereas, North America continues to lead in terms of market share, owing to its advanced technological ecosystem, strong presence of key geospatial analytics providers, and widespread adoption in sectors like defense, real estate, and disaster management. This regional dynamic highlights Asia Pacific’s emerging role as a growth hub while North America’s maintains its dominance through innovation and established expertise.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the geospatial analytics market.

By Company: Tier I – 35%, Tier II – 45%, and Tier III – 20%

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By Designation: C-Level Executives – 35%, D-Level Executives – 25%, and others – 40%

By Region: North America – 40%, Europe – 25%, Asia Pacific – 20%, Middle East & Africa – 10%, and Latin America – 5%

The report includes the study of key players offering geospatial analytics solutions and services. It profiles major vendors in the geospatial analytics market. The major players in the geospatial analytics market include Google (US), Microsoft (US), IBM (US), Esri (US), Alteryx (US), Hexagon AB (Sweden), TomTom (Netherlands), Maxar Technologies (US), Trimble (US), Ouster (US), Precisely (US), Caliper Corporation (US), RMSI (India), MapLarge (US), General Electric (US), Innovez One (Singapore), Planet Labs (US), EarthDaily Analytics (US), Orbital Insights (US), Mapidea (Portugal), Geospin (Germany), Sparkgeo (Canada), Orbica (New Zealand), Carto (US), Mapbox (US), Blue Sky Analytics (Netherlands), Latitudo40 (Italy), Ecopia.AI (Canada), Spatial AI (US), Dista (US), Magnasoft (India), Bentley Systems (US), SafeGraph (US), CloudFactory (US).

Research coverage

This research report covers the geospatial analytics market and has been segmented based on offering, technology, data type, and vertical. The offering segment consist of software and services. The software segment contains software by type (geocoding & reverse geocoding, spatial data integration & ETL, reporting & visualization, thematic mapping & spatial analysis, location intelligence, other software types), software by deployment mode (cloud, on-premises), software by delivery model (SaaS, licensed software). The services segment consist of professional services (consulting, deployment & integration, support & maintenance, data-centric services) and managed services. The technology segment is bifurcated into sensors & scanning (LiDAR, radar, GPR/EML), global navigation satellite system (GNSS), GIS & earth observation, ML & advanced analytics (descriptive analytics, predictive analytics, prescriptive analytics, real-time analytics). The data type segment includes raster data, vector data, geotemporal data, 3D data, tabular data, other data types (acoustic, geophysical). The vertical segment consist of energy & utilities, government & defense, insurance & financial services, construction & real estate, automotive & transportation, healthcare & life sciences, mining, agriculture, and other verticals (retail & ecommerce, media & entertainment, education, and tourism). The regional analysis of the geospatial analytics

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market covers North America, Europe, Asia Pacific, the Middle East & Africa (MEA), and Latin America. The report also contains detailed analysis for types of geospatial analytics techniques, stages in geospatial analytics, data sources in geospatial analytics, regulatory landscape, ecosystem analysis, supply chain analysis, pricing analysis, and technology analysis.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall geospatial analytics market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (The growing adoption of location-based services (LBS) across industries, Technological advancements in spatial data processing, Rising investments in smart cities and urban planning, and Increasing volume and variety of geospatial data), restraints (Substantial financial investments is hindering widespread geospatial analytics adoption, Infrastructure limitations in emerging markets will restrict global penetration, and Complexities in integrating and standardizing geospatial data), opportunities (Transformative urban planning and management through advanced spatial intelligence, Rising demand for autonomous vehicles and smart transportation systems, and Growing role of geospatial analytics in defense and national security), and challenges (Balancing innovation with privacy, security, and legal frameworks, Ensuring data quality and accuracy in geospatial analytics, and Addressing the critical human capital shortage for advanced geospatial analytics).

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

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

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

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Google (US), Microsoft (US), IBM (US), Esri (US), Alteryx (US), Hexagon AB (Sweden), TomTom (Netherlands), Maxar Technologies (US), Trimble (US), Ouster (US), Precisely (US), Caliper Corporation (US), RMSI (India), MapLarge (US), General Electric (US), Innovez One (Singapore), Planet Labs (US), EarthDaily Analytics (US), Orbital Insights (US), Mapidea (Portugal), Geospin (Germany), Sparkgeo (Canada), Orbica (New Zealand), Carto (US), Mapbox (US), Blue Sky Analytics (Netherlands), Latitudo40 (Italy), Ecopia.AI (Canada), Spatial AI (US), Dista (US), Magnasoft (India), Bentley Systems (US), SafeGraph (US), CloudFactory (US), among others in the geospatial analytics market. The report also helps stakeholders understand the pulse of the geospatial analytics market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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