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# Geospatial Analytics Market by Offering (Solutions (Type (Geocoding & Reverse Geocoding and Thematic Mapping & Spatial Analytics)) & Services), Technology (Remote Sensing, GPS, GIS), Vertical, and Region - Global Forecast to 2028

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## Abstracts

The market for Geospatial analytics is projected to grow from USD 78.5 billion in 2023 to USD 141.9 billion by 2028, at a CAGR of 12.6% during the forecast period. Geospatial analytics, with its foundation in spatial data analysis, offers a comprehensive approach to understanding and extracting insights from geospatial data. Spatial data analysis involves examining the relationships, patterns, and characteristics of spatially referenced information. Geospatial analytics leverages advanced techniques, such as spatial statistics, spatial interpolation, and spatial modeling, to analyze and interpret spatial data. By utilizing spatial data analysis, geospatial analytics enables the identification of spatial patterns, the detection of spatial clusters or outliers, and the exploration of spatial relationships. It facilitates decision-making processes by providing actionable insights for diverse applications, including urban planning, environmental management, transportation, and public health.

The BFSI vertical is projected to be the largest market during the forecast period

Geospatial analytics is significantly impacting the Banking, Financial Services, and Insurance (BFSI) sector by enabling enhanced risk assessment and fraud detection through the integration of geospatial and customer data, facilitating targeted marketing campaigns and personalized customer engagement based on location-based insights, optimizing branch and ATM networks for improved accessibility and cost-efficiency, improving credit risk assessment and underwriting through analysis of geospatial data on property values and market trends, and aiding in disaster and catastrophe risk

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management by utilizing geospatial data for accurate risk assessment and claims management. Geospatial analytics is empowering the BFSI sector to make data-driven decisions, improve operational efficiency, and deliver enhanced services to customers.

Among Technology, GPS segment is registered to grow at the highest CAGR during the forecast period

Geospatial analytics is significantly impacting the Global Positioning System (GPS) by leveraging its capabilities to extract valuable insights from geospatial data. Through the integration of GPS data with other geospatial datasets, geospatial analytics enhances the accuracy and precision of location-based analysis, enabling a deeper understanding of spatial patterns, trends, and relationships. Geospatial analytics enhances GPS applications by providing advanced spatial analysis, predictive modeling, and visualization capabilities, allowing for improved navigation, asset tracking, logistics planning, and location-based services. It empowers businesses and individuals to make informed decisions based on rich spatial insights derived from GPS data, enhancing efficiency, productivity, and decision-making in a wide range of industries and applications.

Among services, consulting services segment is anticipated to account for the largest market size during the forecast period

Geospatial analytics is impacting consulting services by providing valuable spatial insights and data-driven solutions. Consultants can leverage geospatial analytics to analyze location-based data, identify market trends, assess site suitability, and optimize resource allocation. With the integration of geospatial data and advanced analytics techniques, consultants can offer clients enhanced decision-making support, risk assessment, and market analysis. Geospatial analytics enables consultants to visualize spatial relationships, perform spatial modeling, and generate actionable recommendations, leading to improved strategies, operational efficiencies, and competitive advantages for their clients in various sectors such as real estate, retail, logistics, and urban planning.

North America to account for the largest market size during the forecast period

North America is estimated to account for the largest share of the Geospatial analytics market. The global market for Geospatial analytics is dominated by North America. North America is the highest revenue-generating region in the global Geospatial

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analytics market, with the US constituting the highest market share, followed by Canada. Geospatial analytics is making a profound impact on North America, revolutionizing various industries and driving innovation. With its advanced tools and techniques, geospatial analytics enables organizations to harness the power of location-based data for improved decision-making, resource optimization, and operational efficiency. From urban planning and infrastructure development to environmental conservation, disaster management, and healthcare, geospatial analytics plays a critical role in addressing complex challenges and driving sustainable growth in North America. By leveraging spatial insights and analysis, businesses and governments in the region can gain a competitive edge, and create a smarter, more resilient future for their communities.

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%

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

By Region: North America: 40%, APAC: 30%, Europe: 20%, MEA: 5%, Latin America: 5%

Major vendors offering Geospatial analytics solutions and services across the globe are Esri (US), Precisely (US), Caliper Corporation (US), Blue Marble Geographic (US), Google (US), Alteryx (US), Blue Sky Analytics (Netherlands), HexagonAB (Switzerland), TomTom (Netherlands), Trimble (US), Maxar Technologies (US), RMSI (India), Maplarge (US), General Electric (US), Bentley Systems (US), Fugro (Netherlands), Orbital Insights (US), Mapidea (Portugal), Geospin (Germany), Sparkgeo (Canada), Orbica (New Zealand), Descartes Lab (US), Skymap Global (Singapore), ReMOT Technologies (US), CARTO (US), Pasco Corporation (Japan), Geoviet Consulting (Vietnam), Mandalay Technology (Myanmar), GIS Co. Ltd. (Thailand), Suntac Technologies (Myanmar), Geomatic Consulting International (Vietnam), AAM, A Woolpert Company (Australia), Mappointasia (Thailand), Vegastar Technology (Vietnam), and HERE Technologies (Netherlands).

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## Research Coverage

The market study covers Geospatial analytics across segments. It aims at estimating the market size and the growth potential across different segments, such as offering, application, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

## 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 market for Geospatial analytics 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 (Growing demand for location intelligence, Continuous advancements in location-based technology to drive market growth, Advancements in technology and computing power, Development of smart cities and urbanization, Higher deployment of IoT sensors across locations, and Advancements in big data analytics), restraints (High costs and budget constraints for small and medium-sized enterprises, Concerns related to geoprivacy and confidential data, High cost of GIS solutions and geospatial data barriers, and Location-based technologies (LBT) gaining momentum to increase RoI), opportunities (Technical advancements in 4D GIS software, Advancements in 5G communications technology, High adoption rate in small and medium-sized enterprises, and Ability to analyze location data for wide range of critical insights), and challenges (Cost and infrastructure requirements, Lack of awareness regarding capabilities and benefits of geospatial analytics, and Lack of skilled manpower) influencing the growth of the Geospatial analytics market

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

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

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in Geospatial analytics market strategies; 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

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players such as Esri (US), Precisely (US), Caliper Corporation (US), Blue Marble Geographic (US), Google (US), and Alteryx (US), among others in the Geospatial analytics market.

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**7 GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY**

7.1 INTRODUCTION

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*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Key strengths, Strategic choices made, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

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