

Asia-Pacific Location-based Services Market by Component, Technology (GNSS, GPS), Application (Navigation, Mapping, GIS), Location Type, End-use Industry (Transportation & Logistics, Retail & E-commerce), and Geography - Forecast to 2031

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Abstracts

Asia-Pacific Location-based Services Market by Component, Technology (GNSS, GPS), Application (Navigation, Mapping, GIS), Location Type, End-use Industry (Transportation & Logistics, Retail & E-commerce), and Geography—Forecast to 2031

The research report titled 'Asia-Pacific Location-based Services Market by Component, Technology (GNSS, GPS), Application (Navigation, Mapping, GIS), Location Type, End-use Industry (Transportation & Logistics, Retail & E-commerce), and Geography—Forecast to 2031' from Meticulous Research® provides an in-depth analysis of the Asia-Pacific location-based services market including key market trends, market sizes, market shares, recent developments, and forecasts to 2031.

The Asia-Pacific location-based services market is projected to reach \$118.2 billion by 2031, at a CAGR of 17.3% during the forecast period 2024–2031. The growth of the Asia-Pacific location-based services market is driven by the proliferation of location-based services in the retail sector and the surging use of location-based services in the agriculture sector. However, dynamic government rules and regulations for location-based services restrain the growth of this market. Furthermore, constant upgrades in mapping and navigation solutions are expected to generate growth opportunities for the players operating in this market. However, the high costs of procuring and implementing location-based services are a major challenge impacting market growth. Additionally, the use of 5G technology for improved real-time analysis and the development of GIS software using Augmented Reality (AR)/Virtual Reality (VR) technologies are prominent

trends in this market.

The Asia-Pacific location-based services market is segmented by component (platforms/solutions [location-powered mobile apps, location intelligence platforms, and location-based messaging] and professional services [mapping services, implementation & support services, and consulting & development services]), technology (global navigation satellite system, global positioning system [assisted GPS and enhanced GPS], Wi-Fi, near-field communication, and other technologies), application (navigation [smart parking, route planning, and other navigation applications], geo-marketing & advertising/target marketing, mapping & GIS, tracking [valuables & stolen goods tracking, pet tracking, parolees tracking, and child tracking], social networking [chat & instant messaging services, dating apps, and friend locator apps], infotainment, commercial applications, and other applications), location type (outdoor and indoor), end-use industry (government & public sector, transportation & logistics, smart cities, retail & E-commerce, consumer goods, media & entertainment, travel & tourism, BFSI, IT & telecom, healthcare, hospitality, aerospace & defense, energy & utilities, automotive, agriculture, education, and manufacturing), and geography (country/region). The study also evaluates industry competitors and analyzes the market at the country and regional levels.

Based on component, the Asia-Pacific location-based services market is segmented into platforms/solutions and professional services. In 2024, the platforms/solutions segment is expected to account for the larger share of the Asia-Pacific location-based services market. The segment's large market share is attributed to market players' increasing focus on launching location-based solutions, the increasing popularity of location-powered mobile apps, the growing need for location intelligence platforms to analyze and visualize geographic and location-based data, and the increasing adoption of location-based messaging platforms among consumers. This segment is also projected to register the higher CAGR during the forecast period.

Based on technology, the Asia-Pacific location-based services market is segmented into Global Navigation Satellite System (GNSS), Global Positioning System (GPS), Wi-Fi, Near-field Communication (NFC), and other technologies. In 2024, the global navigation satellite system segment is expected to account for the largest share of the Asia-Pacific location-based services market. The segment's large market share is attributed to the diverse range of applications of GNSS, including precise positioning and real-time location tracking. Additionally, the growing demand for location-based advertising and the increasing use of GNSS in asset management contribute to the segment's significant market share. This segment is also projected to register the highest CAGR

during the forecast period.

Based on application, the Asia-Pacific location-based services market is segmented into navigation, geo-marketing & advertising/target marketing, mapping & GIS, tracking, social networking, infotainment, commercial applications, and other applications. In 2024, the navigation segment is expected to account for the largest share of the Asia-Pacific location-based services market. The segment's large market share is attributed to the rapid implementation of comprehensive navigation solutions by automakers and increasing initiatives by leading LBS players to develop automotive navigation services. This segment is also expected to register the highest CAGR during the forecast period.

Based on location type, the Asia-Pacific location-based services market is segmented into outdoor and indoor locations. In 2024, the outdoor segment is expected to account for the larger share of the Asia-Pacific location-based services market. The segment's large market share is attributed to the rising demand for outdoor location-based services for various applications, including improved navigation and mapping, asset tracking, and outdoor proximity marketing, and the increasing deployment of outdoor location-based services, particularly for automotive and pet tracking applications.

However, the indoor segment is expected to register the higher CAGR during the forecast period due to the growing need to track people and objects within indoor spaces and the increasing implementation of indoor location-based services to facilitate efficient navigation in indoor environments such as shopping malls, airports, and large buildings.

Based on end-use industry, the Asia-Pacific location-based services market is segmented into government & public sector, transportation & logistics, smart cities, retail & E-commerce, consumer goods, media & entertainment, travel & tourism, BFSI, IT & telecom, healthcare, hospitality, aerospace & defense, energy & utilities, automotive, agriculture, education, and manufacturing. In 2024, the transportation & logistics segment is expected to account for the largest share of the Asia-Pacific location-based services market. The segment's large market share is attributed to the increasing need for real-time tracking of vehicles using GPS, the growing use of location intelligence tools to analyze traffic patterns and congestion in real time, and the increasing usage of location intelligence tools for route optimization.

However, the retail & E-commerce segment is expected to register the highest CAGR during the forecast period due to the rising need for location-based data for targeted marketing campaigns, the increasing popularity of location-based survey and feedback

collection tools, the growing usage of retail asset management tools, and the increasing need for supply chain management in the retail sector.

Based on country/region, the Asia-Pacific location-based services market is segmented into Japan, China, India, South Korea, Singapore, Taiwan, Australia & New Zealand, Malaysia, Thailand, the Philippines, Indonesia, Vietnam, and the Rest of Asia-Pacific. In 2024, China is expected to account for the largest share of the Asia-Pacific location-based services market. China's large market share is mainly attributed to the growing demand for automated smart driving solutions, automotive companies' increased focus on launching autonomous cars, trucks, and construction vehicles, the increasing utilization of GNSS hardware, and the growing use of drones in hospital operations.

However, India is expected to register the highest CAGR during the forecast period due to the increase in drone-based operations among state governments and increasing collaborations between market players for launching new products.

The key players operating in the Asia-Pacific location-based services market include HERE Global B.V. (Netherlands), Google LLC (A Subsidiary of Alphabet Inc.) (U.S.), TomTom N.V. (Netherlands), Esri (U.S.), Hexagon AB (Sweden), Trimble Inc. (U.S.), Cisco Systems, Inc. (U.S.), QUALCOMM Incorporated (U.S.), Microsoft Corporation (U.S.), AT&T Inc. (U.S.), Zebra Technologies Corporation (U.S.), ALE International (France), Precisely (U.S.), Rohde & Schwarz GmbH & Co. KG (Germany), and Nextbillion.AI Pte. Ltd. (Singapore).

Key Questions Answered in the Report:

Which are the high-growth market segments in terms of component, technology, application, location type, and end-use industry?

What was the historical market size for the Asia-Pacific location-based services market?

What are the market forecasts and estimates for 2024–2031?

What are the major drivers, restraints, opportunities, challenges, and trends in the Asia-Pacific location-based services market?

Who are the major players in the Asia-Pacific location-based services market, and what are their market shares?

What is the competitive landscape like?

What are the recent developments in the Asia-Pacific location-based services market?

What are the key trends and high-growth countries?

Who are the local emerging players in the Asia-Pacific location-based services market, and how do they compete with the other players?

Scope of the Report:

Asia-Pacific Location-based Services Market Assessment—by Component

Platforms/Solutions

Location-powered Mobile Apps

Location Intelligence Solutions

Location-based Messaging

Professional Services

Mapping Services

Implementation & Support Services

Consulting & Development Services

Asia-Pacific Location-based Services Market Assessment—by Technology

Global Navigation Satellite System

Global Positioning System

Assisted GPS

Enhanced GPS

Wi-Fi

Near-field Communication

Other Technologies

Asia-Pacific Location-based Services Market Assessment—by Application

Navigation

Smart Parking

Route Planning

Other Navigation Applications

Geo-marketing & Advertising/Target Marketing

Mapping & GIS

Tracking

Valuables & Stolen Goods Tracking

Pet Tracking

Parolees Tracking

Child Tracking

Social Networking

Chat & Instant Messaging Services

Dating Apps

Friend Locator Apps

Commercial Applications

Infotainment

Other Applications

Asia-Pacific Location-based Services Market Assessment—by Location Type

Outdoor

Indoor

Asia-Pacific Location-based Services Market Assessment—by End-use Industry

Transportation & Logistics

Retail & E-commerce

Government & Public Sector

Smart Cities

Consumer Goods

Media & Entertainment

Travel & Tourism

IT & Telecom

Healthcare

Aerospace & Defense

BFSI

Energy & Utilities

Hospitality

Agriculture

Automotive

Manufacturing

Education

Asia-Pacific Location-based Services Market Assessment—by Country/Region

Asia-Pacific

China

Japan

India

Singapore

South Korea

Australia & New Zealand

Taiwan

Thailand

Indonesia

Philippines

Malaysia

Vietnam

Rest of Asia-pacific

Related Reports:

Asia-Pacific Location Intelligence Market by Offering, Deployment Mode, Organization Size, Sector (Transportation & Logistics, Retail & E-commerce, Government & Defense, BFSI, Travel & Tourism), and Country - Forecast to 2030

<https://www.meticulousresearch.com/product/asia-pacific-location-intelligence-market-5708>

Location Intelligence Market by Offering, Deployment Mode, Organization Size, Sector (Transportation & Logistics, Retail & E-commerce, Government & Defense, BFSI, Travel & Tourism) - Global Forecast to 2030

<https://www.meticulousresearch.com/product/location-intelligence-market-5520>

Real-time Location Systems Market by Offering (Hardware, Software, Services), Technology (RFID, BLE, UWB, NB-IoT), Deployment, Location, Application (Asset Tracking, Sensing & Monitoring, Vehicle Security), Sector, and Geography - Global Forecast to 2030

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