

Location Based Marketing Market, Global Outlook and Forecast 2022-2028

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Abstracts

Location-based marketing (LMS) is a direct marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. Typically, location-based alerts are delivered to smartphones through SMS text messages. An alert may include information about a local business' deal of the day or include a purchasing incentive, such as a discount coupon code.

This report contains market size and forecasts of Location Based Marketing in Global, including the following market information:

Global Location Based Marketing Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Location Based Marketing market was valued at 48060 million in 2021 and is projected to reach US\$ 139960 million by 2028, at a CAGR of 16.5% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Banner Display/Pop ups Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Location Based Marketing include Google, Groupon, Groundtruth, Placecast, PlaceIQ, Scanbuy, Shopkick, Telenity and AdMoove, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Location Based Marketing companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Location Based Marketing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Location Based Marketing Market Segment Percentages, by Type, 2021 (%)

Banner Display/Pop ups

Video

Search Result

E-mail and Message

Social Media Content

Voice Calling

Global Location Based Marketing Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Location Based Marketing Market Segment Percentages, by Application, 2021 (%)

Retail

Hospitality

Healthcare

BFSI

Education

Technology and Media

Transportation and Logistics

Automotive

Others

Global Location Based Marketing Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Location Based Marketing Market Segment Percentages, By Region and
Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Location Based Marketing revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Location Based Marketing revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Google

Groupon

Groundtruth

Placecast

PlaceIQ

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Foursquare

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