

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

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Abstracts

Location-based marketing (LMS) Software is a type of software that uses a mobile device's location to alert the device's owner about an offering from a near-by business.

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

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

Global top five companies in 2021 (%)

The global Location Based Marketing Software 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.

Cloud Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Location Based Marketing Software include Xtremepush, Software AG, Swirl, Plot Projects, Rover, MobileBridge and AND LBS Platform, 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

Software 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 Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud Based

Web Based

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

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

Large Enterprises

SMEs

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

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

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

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

Xtremepush

Software AG

Swirl

Plot Projects

Rover

MobileBridge

AND LBS Platform

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