

Location-based Search and Advertising Market - Global Outlook and Forecast 2022-2028

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Abstracts

Location-based search and advertising involves integrating advertisements with location-based solutions.

This report contains market size and forecasts of Location-based Search and Advertising in Global, including the following market information:

Global Location-based Search and Advertising Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Location-based Search and Advertising market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

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

Assisted GPS (A-GPS) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Location-based Search and Advertising include Foursquare, Xad, Groupon, Scanbuy, Shopkick, Yoose, Verve and Thumbvista, 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 Search

and Advertising 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 Search and Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Location-based Search and Advertising Market Segment Percentages, by Type, 2021 (%)

Assisted GPS (A-GPS)

GPS

Enhanced GPS (E-GPS)

Enhanced Observed Time Difference (E-OTD)

Observed Time Difference (OTD)

Cell ID

Wi-Fi

Others

Global Location-based Search and Advertising Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Location-based Search and Advertising Market Segment Percentages, by Application, 2021 (%)

Retail Outlets

Public Places

Airports

Hospitals

Others

Global Location-based Search and Advertising Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global Location-based Search and Advertising 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 Search and Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Location-based Search and Advertising revenues share in global market, 2021 (%)

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

Foursquare

Xad

Groupon

Scanbuy

Shopkick

Yoose

Verve

Thumbvista

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