

Location Marketing Market, Global Outlook and Forecast 2022-2028

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Abstracts

It is a discipline that uses geolocation (geographic information) in the planning and implementation of marketing campaigns and has developed many very promising commercial applications.

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

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

Global top five companies in 2021 (%)

The global Location Marketing 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.

Indoor Geo-Marketing Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Location Marketing include Google, Cisco, Oracle, IBM, Salesforce, Adobe, Microsoft, Qualcomm and Rover, 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 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 Marketing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Indoor Geo-Marketing

Outdoor Geo-Marketing

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

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

Banking, Financial Services and Insurance(BFSI)

It and Telecommunications

Tourism

Retail and E-Commerce

Healthcare and Life Sciences

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

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

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

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

Google

Cisco

Oracle

IBM

Salesforce

Adobe

Microsoft

Qualcomm

Rover

Mobile Bridge

Ericsson

Hyper

Reveal Mobile

Merkle

Foursquare

Galigeo

Navigine

Xtremepush

LocationGuru

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