

Middle East Geospatial Analytics Market

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Abstracts

The Middle East geospatial analytics market is estimated to grow at a CAGR of 18.7% during the forecast period of 2015-2020. Geospatial data has emerged as an essential source of information, empowering government as well as private organizations to make informed decisions about businesses as well as analyze disaster management, risk assessment and mitigation, climatic conditions, and urban planning. The concept of geospatial analytics is gaining immense popularity as it solves the issues associated with linking topographical data with maps, so that users can easily extract informational statistics or geographical co-ordinates with the help of the data obtained.

In 2014, Kingdom of Saudi Arabia was the leading country in terms of market share in the Middle East geospatial analytics market. Enterprises are using geospatial techniques to develop business strategies by checking feasibility of products, testing geographical conditions that will affect their market, and identifying geographical locations for carrying out expansions. These techniques assist enterprises in the process of decision making. Technological advancements in geospatial data and analytics have increased the adoption of geospatial technologies such as global positioning system (GPS), remote sensing (RS), and geographical information system (GIS), among others.

The GIS and GPS sectors are rapidly-growing sectors in the Middle East region due to high levels of economic and industrial growth. According to the Qatar National Vision 2030, Qatar is expanding its smart city development projects by adopting various leading technologies, such as mobility, Internet of Things (IoT), and connected cars, among others. Geospatial analysis provides data for these technologies and is leading to an increase in the demand for GIS technology. As a result of increasing demand for these technologies, Qatar government has established the Center for GIS and GPS as a department of the Ministry of Municipality & Urban Planning.

In 2014, the surveying segment captured the highest market share among all application segments of the geospatial analytics market. Earlier, the key consumers for survey solution providers were oil & gas companies, mining industries, railways, utilities, government agencies and surveyors, but presently their customer base has widened with the inclusion of customers such as cadastral agencies and construction contractors.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the Middle East geospatial analytics market, high-growth countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on geospatial analytics solutions offered by the top 10 market players.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the Middle East geospatial analytics market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyses the markets for various geospatial analytics solutions across regions.

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the Middle East geospatial

analytics solutions market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the Middle East geospatial analytics market.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
 - 1.2.1 YEARS CONSIDERED IN THE REPORT
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF GEOSPATIAL ANALYTICS MARKET
- 2.2 ARRIVING AT THE MIDDLE EAST GEOSPATIAL ANALYTICS MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 BOTTOM-UP APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 MARKET DRIVERS AND INHIBITORS

5 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY

- 5.1 INTRODUCTION
- 5.2 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GPS
- 5.3 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GIS
- 5.4 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN REMOTE SENSING

6 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TYPE

- 6.1 INTRODUCTION
- 6.2 MIDDLE EAST GEOSPATIAL ANALYTICS SURFACE ANALYSIS MARKET, BY GEOGRAPHY
- 6.3 MIDDLE EAST GEOSPATIAL ANALYTICS NETWORK ANALYSIS MARKET, BY GEOGRAPHY
- 6.4 MIDDLE EAST GEOSPATIAL ANALYTICS GEOVISUALIZATION MARKET, BY

GEOGRAPHY

7 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY APPLICATION

7.1 INTRODUCTION

7.2 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN SURVEYING

7.3 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN MEDICINE AND PUBLIC SAFETY

7.4 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN DISASTER RISK REDUCTION AND MANAGEMENT

7.5 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN CLIMATE CHANGE ADAPTATION

8 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY VERTICAL

8.1 INTRODUCTION

8.2 MIDDLE EAST GEOSPATIAL ANALYTICS NATURAL RESOURCE MARKET

8.3 MIDDLE EAST GEOSPATIAL ANALYTICS BUSINESS MARKET

8.4 MIDDLE EAST GEOSPATIAL ANALYTICS UTILITY AND COMMUNICATION MARKET

8.5 MIDDLE EAST GEOSPATIAL ANALYTICS AUTOMOTIVE MARKET

8.6 MIDDLE EAST GEOSPATIAL ANALYTICS GOVERNMENT MARKET

8.7 MIDDLE EAST GEOSPATIAL ANALYTICS DEFENSE AND INTELLIGENCE MARKET

9 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY GEOGRAPHY

9.1 INTRODUCTION

9.2 KSA GEOSPATIAL ANALYTICS MARKET

9.2.1 INTRODUCTION

9.2.2 KSA GEOSPATIAL ANALYTICS MARKET, BY APPLICATION

9.2.3 KSA GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY

9.2.4 KSA GEOSPATIAL ANALYTICS MARKET, BY TYPE

9.2.5 KSA GEOSPATIAL ANALYTICS MARKET, BY VERTICAL

9.3 UAE GEOSPATIAL ANALYTICS MARKET

9.3.1 INTRODUCTION

9.3.2 UAE GEOSPATIAL ANALYTICS MARKET, BY APPLICATION

9.3.3 UAE GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY

9.3.4 UAE GEOSPATIAL ANALYTICS MARKET, BY TYPE

9.3.5 UAE GEOSPATIAL ANALYTICS MARKET, BY VERTICAL
9.4 QATAR GEOSPATIAL ANALYTICS MARKET

9.4.1 INTRODUCTION

9.4.2 QATAR GEOSPATIAL ANALYTICS MARKET, BY APPLICATION

9.4.3 QATAR GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY

9.4.4 QATAR GEOSPATIAL ANALYTICS MARKET, BY TYPE

9.4.5 QATAR GEOSPATIAL ANALYTICS MARKET, BY VERTICAL

10 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: COMPETITIVE LANDSCAPE

10.1 MERGERS & ACQUISITIONS

10.2 EXPANSIONS

10.3 NEW PRODUCT LAUNCHES

10.4 PARTNERSHIPS

11 MIDDLE EAST GEOSPATIAL ANALYTICS, BY COMPANY

(Overview, Financials, Products & Services, Strategy, and Developments)*

11.1 ESRI

11.2 TRIMBLE NAVIGATION, LTD.

11.3 BENTLEY SYSTEMS, INC.

11.4 FUGRO

11.5 WS ATKINS PLC

11.6 HEXAGON AB

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

List Of Tables

LIST OF TABLES

Table 1 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: DRIVERS AND INHIBITORS

Table 2 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Table 3 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GPS, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 4 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GIS, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 5 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN REMOTE SENSING, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 6 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Table 7 MIDDLE EAST GEOSPATIAL ANALYTICS SURFACE ANALYSIS MARKET, BY GEOGRAPHY, 2013–2020 (USD MN)

Table 8 MIDDLE EAST GEOSPATIAL ANALYTICS NETWORK ANALYSIS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 9 MIDDLE EAST GEOSPATIAL ANALYTICS GEOVISUALIZATION MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 10 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Table 11 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN SURVEYING, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 12 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN MEDICINE AND PUBLIC SAFETY, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 13 MIDDLE EAST GEOSPATIAL ANALYTICS IN DISASTER RISK REDUCTION AND MANAGEMENT, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 14 MIDDLE EAST GEOSPATIAL ANALYTICS IN CLIMATE CHANGE ADAPTATION, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 15 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Table 16 MIDDLE EAST GEOSPATIAL ANALYTICS NATURAL RESOURCE MARKET, BY GEOGRAPHY, 2013–2020 (USD MN)

Table 17 MIDDLE EAST GEOSPATIAL ANALYTICS BUSINESS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 18 MIDDLE EAST GEOSPATIAL ANALYTICS UTILITY AND COMMUNICATION

MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 19 MIDDLE EAST GEOSPATIAL ANALYTICS AUTOMOTIVE MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 20 MIDDLE EAST GEOSPATIAL ANALYTICS GOVERNMENT MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 21 MIDDLE EAST GEOSPATIAL ANALYTICS DEFENSE AND INTELLIGENCE, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 22 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 23 KSA GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Table 24 KSA GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Table 25 KSA GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Table 26 KSA GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Table 27 UAE GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Table 28 UAE GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Table 29 UAE GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Table 30 UAE GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Table 31 QATAR GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Table 32 QATAR GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Table 33 QATAR GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Table 34 QATAR GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Table 35 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: MERGERS & ACQUISITIONS

Table 36 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: EXPANSIONS

Table 37 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: NEW PRODUCT LAUNCHES

Table 38 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: PARTNERSHIPS

Table 39 ESRI: RECENT DEVELOPMENTS

Table 40 TRIMBLE NAVIGATION, LTD.: KEY FINANCIALS, 2010-2014 (USD MN)

- Table 41 TRIMBLE NAVIGATION, LTD.: RECENT DEVELOPMENTS
- Table 42 BENTLEY SYSTEMS, INC.: RECENT DEVELOPMENTS
- Table 43 FUGRO: KEY FINANCIALS, 2010-2014 (USD MN)
- Table 44 FUGRO: BUSINESS SEGMENT, 2010-2014 (USD MN)
- Table 45 FUGRO: RECENT DEVELOPMENTS
- Table 46 WS ATKINS PLC: GEOGRAPHY REVENUE MIX, 2012-2014 (USD MN)
- Table 47 WS ATKINS PLC: BUSINESS REVENUE MIX, 2012-2014 (USD MN)
- Table 48 WS ATKINS PLC: KEY FINANCIALS, 2012-2014 (USD MN)
- Table 49 WS ATKINS PLC: RECENT DEVELOPMENTS
- Table 50 HEXAGON AB: KEY FINANCIALS, 2012-2014 (USD MN)
- Table 51 HEXAGON AB: RECENT DEVELOPMENTS

List Of Figures

LIST OF FIGURES

- Figure 1 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: SEGMENTATION AND COVERAGE
- Figure 2 YEARS CONSIDERED IN THE REPORT
- Figure 3 GEOSPATIAL ANALYTICS MARKET: INTEGRATED ECOSYSTEM
- Figure 4 RESEARCH METHODOLOGY
- Figure 5 TOP-DOWN APPROACH
- Figure 6 BOTTOM-UP APPROACH
- Figure 7 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: SNAPSHOT
- Figure 8 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: DRIVERS AND RESTRAINTS
- Figure 9 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2015 & 2020 (USD MN)
- Figure 10 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GPS, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 11 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN GIS, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 12 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN REMOTE SENSING, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 13 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2015 & 2020 (USD MN)
- Figure 14 MIDDLE EAST GEOSPATIAL ANALYTICS SURFACE ANALYSIS MARKET, BY GEOGRAPHY, 2013–2020 (USD MN)
- Figure 15 MIDDLE EAST GEOSPATIAL ANALYTICS NETWORK ANALYSIS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 16 MIDDLE EAST GEOSPATIAL ANALYTICS GEOVISUALIZATION MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 17 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2015 & 2020 (USD MN)
- Figure 18 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN SURVEYING, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 19 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN MEDICINE AND PUBLIC SAFETY, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 20 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN DISASTER RISK REDUCTION AND MANAGEMENT, BY GEOGRAPHY, 2013-2020 (USD MN)
- Figure 21 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET IN CLIMATE CHANGE

ADAPTATION, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 22 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2015 & 2020 (USD MN)

Figure 23 MIDDLE EAST GEOSPATIAL ANALYTICS NATURAL RESOURCE MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 24 MIDDLE EAST GEOSPATIAL ANALYTICS BUSINESS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 25 MIDDLE EAST GEOSPATIAL ANALYTICS UTILITY AND COMMUNICATION MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 26 MIDDLE EAST GEOSPATIAL ANALYTICS AUTOMOTIVE MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 27 MIDDLE EAST GEOSPATIAL ANALYTICS GOVERNMENT MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 28 MIDDLE EAST GEOSPATIAL ANALYTICS DEFENSE AND INTELLIGENCE MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 29 MIDDLE EAST GEOSPATIAL ANALYTICS MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2015-2020 (USD MN)

Figure 30 KSA GEOSPATIAL ANALYTICS MARKET OVERVIEW, 2015 & 2020 (%)

Figure 31 KSA GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Figure 32 KSA GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Figure 33 KSA GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 34 KSA GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Figure 35 UAE GEOSPATIAL ANALYTICS MARKET OVERVIEW, 2015 & 2020 (%)

Figure 36 UAE GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Figure 37 UAE GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Figure 38 UAE GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 39 UAE GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020 (USD MN)

Figure 40 QATAR GEOSPATIAL ANALYTICS MARKET OVERVIEW, 2015 & 2020 (%)

Figure 41 QATAR GEOSPATIAL ANALYTICS MARKET, BY APPLICATION, 2013-2020 (USD MN)

Figure 42 QATAR GEOSPATIAL ANALYTICS MARKET, BY TECHNOLOGY, 2013-2020 (USD MN)

Figure 43 QATAR GEOSPATIAL ANALYTICS MARKET, BY TYPE, 2013-2020 (USD MN)

MN)

Figure 44 QATAR GEOSPATIAL ANALYTICS MARKET, BY VERTICAL, 2013-2020
(USD MN)

Figure 45 TRIMBLE NAVIGATION, LTD., REVENUE MIX, 2014 (%)

Figure 46 FUGRO REVENUE MIX, 2014 (%)

Figure 47 WS ATKINS PLC: REVENUE MIX, 2014 (%)

Figure 48 HEXAGON AB: REVENUE MIX, 2014 (%)

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