

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.

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