

# Location Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Location Type (Outdoor Location, Indoor Location), By Component (Solutions, Services), By Deployment Mode, By Application, By Industry Vertical

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## Abstracts

The Location Analytics Market is valued at USD 21.7 billion in 2025 and is projected to grow at a CAGR of 13% to reach USD 65 billion by 2034. The location analytics market involves the use of geographical data, spatial analysis, and business intelligence tools to generate insights for decision-making across industries. By layering geographic information onto traditional data sets, organizations can uncover patterns related to consumer behavior, operational performance, and asset optimization. These solutions are used in retail for site selection, in transportation for route planning, and in government for urban planning and emergency response. The integration of GIS (Geographic Information Systems), IoT sensors, and real-time geolocation feeds has made location analytics a critical tool for businesses looking to enhance personalization, efficiency, and strategic planning. The location analytics market expanded rapidly as companies doubled down on spatial intelligence to improve operations and customer engagement. Retailers used foot traffic analysis to optimize store layouts and inventory, while logistics firms deployed heatmaps for last-mile delivery enhancements. Municipal governments leveraged location data to improve waste collection routes and urban mobility planning. AI-powered mapping tools were integrated with CRM systems to target hyper-local campaigns. Tech companies introduced drag-and-drop analytics platforms, enabling non-technical users to build location-based dashboards. Industry-specific solutions gained traction in healthcare for tracking disease outbreaks and in insurance for risk modeling based on geographic exposure. The location analytics will evolve with the integration of 3D and immersive spatial data, particularly in urban infrastructure and smart building management. Edge computing will support real-time

location-based decision-making in logistics and public safety. Generative AI will assist in predicting demand and simulating scenarios using geospatial inputs. Open-source GIS tools and standardized spatial data exchanges will reduce vendor lock-in and accelerate adoption across SMBs. With the proliferation of connected devices and digital twins, businesses will use location analytics not just for visualization but for continuous automation and optimization of spatial workflows.

## Key Insights Location Analytics Market

AI-enhanced spatial modeling is improving demand forecasting, route optimization, and demographic segmentation.

Self-service location analytics platforms are democratizing access for business users with minimal technical expertise.

Edge analytics and IoT integration are enabling near real-time location-based insights in logistics and retail.

3D mapping and indoor positioning systems are expanding location analytics into smart buildings and campuses.

Open-data collaboration between public agencies and private firms is fueling innovation in urban and environmental planning.

Growing need for real-time visibility and efficiency in supply chains is fueling investment in spatial analytics tools.

Retailers and marketers are leveraging location data to improve personalization and local engagement strategies.

Urbanization and smart city development are driving demand for data-driven infrastructure and mobility planning.

Technological advancements in GPS, mobile sensors, and GIS platforms are making location analytics more accessible and affordable.

Privacy concerns and regulatory restrictions around geolocation tracking present hurdles for adoption in consumer-facing applications.

Data integration complexity and the lack of skilled GIS professionals limit full-scale deployment across some industries.

## Location Analytics Market Segmentation

### By Location Type

Outdoor Location

Indoor Location

### By Component

Solutions

Services

### By Deployment Mode

On Premise

Cloud

### By Application

Risk Management

Customer Experience Management

Remote Monitoring

Supply Chain Planning and Optimization

Emergency Response Management

Location Selection And Optimization

Other Applications

### By Industry Vertical

Transportation And Logistics

Retail

BFSI

IT And Telecommunication

Healthcare

Energy and Utilities

Manufacturing

Other Industry Verticals

### Key Companies Analysed

Alteryx Inc.

Cisco Systems Inc.

CleverMaps Inc.

Environmental Systems Research Institute Inc. (ESRI)

GaliGeo

Google LLC

Here Technologies

Hexagon AB

Indoor Atlas Ltd

Lepton Software Limited

Microsoft Corporation

Pitney Bowes Inc.

PlacelQ Inc.

Precisely Inc.

Purple Communications Inc.

SAP SE

SAS Institute Inc.

Sparkgeo Consulting Inc.

TIBCO Software Inc.

TomTom International BV

Zebra Technologies Corporation

CARTODB Inc.

GapMaps

Hardcastle GIS Solutions Inc.

Locale. ai Inc.

Mapidea Lda

NEWGROVE Limited

Orbica Limited

Placense

Esri Technologies Limited

International Business Machines Corporation (IBM)

CleverAnalytics AS

Foursquare Labs Inc.

Geoblink S. L.

Mapbox Inc.

Near Pte Ltd.

Geospark Analytics

Geosys Enterprise Solutions Pvt. Ltd.

Geotab Inc.

## Location Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Location Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Location Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Location Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Location Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Location Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Location Analytics market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Location Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Location Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Location Analytics Market Report

Global Location Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Location Analytics trade, costs, and supply chains

Location Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Location Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Location Analytics market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Location Analytics supply chain analysis

Location Analytics trade analysis, Location Analytics market price analysis, and Location Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Location Analytics market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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