

# **Location-Based Advertising Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Geotargeting, Geofencing, Beacons, Mobile Targeting, Geo-conquesting), By Advertisement Type (Push Advertising, Pull Advertising), By Promotion Type, By Application, By Industry Vertical**

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## **Abstracts**

The Location-Based Advertising Market is valued at USD 123.6 billion in 2025 and is projected to grow at a CAGR of 19.1% to reach USD 595.5 billion by 2034. The location-based advertising (LBA) market focuses on delivering personalized marketing content to users based on their geographic location, often in real time. Using technologies like GPS, Wi-Fi, Bluetooth beacons, and geofencing, advertisers can target consumers when they are near a store, event, or specific area. LBA is used widely in retail, hospitality, QSRs (quick-service restaurants), real estate, and tourism sectors. It enables businesses to create highly contextual campaigns, improve foot traffic, and measure offline attribution. The rise of mobile usage, wearable tech, and location-enabled apps has significantly fueled the reach and precision of location-based advertising strategies. The location-based advertising market saw strong adoption across app-based ecosystems and physical retailers. Retailers ran hyper-local flash sales and event-triggered promotions through mobile apps. Sports teams and entertainment venues used Bluetooth beacons to deliver exclusive offers and interactive fan experiences. Brands adopted AI-powered LBA platforms for dynamic segmentation and geospatial campaign optimization. Enhanced data privacy features, including opt-in geolocation tracking and anonymization protocols, improved user trust. Additionally, collaborations between LBA providers and transit operators opened up new ad inventory across ridesharing, public transportation, and micromobility platforms. The location-based advertising will become more immersive and predictive, powered by AR,

5G, and generative AI. Campaigns will dynamically adjust based on foot traffic patterns, weather, and real-time inventory. Location data will integrate with loyalty apps to deliver individualized rewards. Retailers will merge indoor and outdoor targeting strategies using smart shelf sensors and in-store positioning systems. Cross-channel attribution models will become more accurate, allowing brands to better measure the impact of digital ads on physical store visits. Stricter data governance will push innovation in zero-party and anonymized LBA models that balance personalization with privacy.

### Key Insights Location-Based Advertising Market

Geofencing and proximity targeting are enabling real-time, hyper-local engagement for retail and event promotions.

Bluetooth beacon technology is enhancing indoor marketing campaigns with precise location-based push notifications.

AI-powered ad platforms are optimizing campaign delivery based on behavioral and contextual geospatial data.

Integration with rideshare and transit platforms is opening new LBA channels for brands targeting commuters.

Augmented reality (AR) and immersive LBA formats are gaining popularity for engaging mobile-first audiences.

Growth in mobile device usage and location-aware apps is expanding the addressable audience for location-targeted campaigns.

Demand for measurable offline attribution is increasing LBA adoption among physical retailers and service providers.

Integration with CRM and loyalty platforms is enhancing customer engagement and personalization in real time.

Technological advances in geospatial analytics and mobile SDKs are making LBA implementation more efficient.

Data privacy regulations like GDPR and CCPA require advertisers to ensure

explicit consent and transparency in location tracking.

Overuse of location-based push notifications may lead to user fatigue and opt-outs, reducing campaign effectiveness.

## Location-Based Advertising Market Segmentation

### By Type

Geotargeting

Geofencing

Beaconing

Mobile Targeting

Geo-conquesting

### By Advertisement Type

Push Advertising

Pull Advertising

### By Promotion Type

Banner Display And Pop-ups Promotion

Video Promotion

Search Result Promotion

E-mail And Messages

Social Media Content Promotion

## Voice Calling Promotion

### By Application

Retail Outlets

Public Spaces

Airports

Other Applications

### By Industry Vertical

Retail

Hospitality

Healthcare

Banking

Financial Services And Insurance (BFSI)

Education

Technology And Media

Transportation And Logistics

Automotive

Other Industry Verticals

### Key Companies Analysed

Google LLC

Microsoft Corporation

Facebook (Meta Platforms Inc.)

International Business Machines (IBM) Corporation

Oracle Corporation

Salesforce Inc.

Adobe Inc.

The Proximus Group

Epsilon Data Management LLC

Yelp Inc.

Yext Inc.

Telenav Inc.

Skyhook Interactive

Foursquare Labs Inc.

Near Intelligence Inc.

Knorex Inc.

Telenity

GroundTruth

PlacelQ

Emodo (Placecast)

Bluedot Innovation

Radar Labs Inc.

Enroute Systems Corporation

Verve Group Inc.

Telesoft Technologies Ltd.

Cuebiq Inc.

Cidewalk Technologies Inc.

Enradius LLC

Mobiquity Networks Inc.

AdMoove SAS

Adello Inc.

## Location-Based Advertising 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-Based Advertising 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-Based Advertising market data and outlook to 2034

United States

Canada

Mexico

Europe — Location-Based Advertising market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Location-Based Advertising market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Location-Based Advertising market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Location-Based Advertising 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-Based Advertising 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-Based Advertising 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-Based Advertising Market Report

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

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

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

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

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

Porter's Five Forces analysis, technological developments, and Location-Based Advertising supply chain analysis

Location-Based Advertising trade analysis, Location-Based Advertising market price analysis, and Location-Based Advertising supply/demand dynamics

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

Latest Location-Based Advertising 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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