

Location Analytics Market: Global Market Size, Forecast, Insights, and Competitive Landscape

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Abstracts

The global location analytics market is expected to grow at a CAGR of around 14.7% during 2023-2030. This report on global location analytics market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global location analytics market by segmenting the market based on application, component, deployment mode, industry vertical, location type and region. Also, detailed profiles of companies operating in the location analytics market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

Market Drivers

Increasing Adoption of Location-Based Applications

Increase in Adoption of Location Analytics for Asset Management

Growing Usage of Spatial Data and Analytical Tools

Market Challenges

Concerns Associated with Geo Privacy and Sensitive Data

Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

Market by Application

Remote Monitoring

Sales & Marketing Optimization

Asset Management

Risk Management

Facility Management

Others

Market by Component

Solution

Geocoding and Reverse Geocoding

Thematic Mapping and Spatial Analysis

Reporting and Visualization

Data Integration and ETL

Others

Services

Consulting

Integration and Implementation

Support and Maintenance

Market by Deployment Mode

On-premise

Cloud

Market by Industry Vertical

BFSI

Retail & Consumer Goods

Healthcare

Hospitality

Transport & Logistic

Government

IT & Telecom

Media and entertainment

Others

Market by Location Type

Indoor

Outdoor

Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

United Arab Emirates

Rest of Middle East & Africa

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