

# Geospatial Analytics Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

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## Abstracts

Geospatial data is emerging as an important source of information in both traditional and big data analytics. Geospatial analytics is the approach of utilizing statistical analysis and other information techniques with data which has a geographical or geospatial component. Geospatial analysis uses the data gathered to build maps, graphs, statistics cartograms for making complex relationships easily understandable. Geospatial analytics also help organizations in anticipating and preparing for possible changes due to changing spatial conditions or location-based events. Geospatial analysis is highly used in various verticals ranging from marketing to operations management.

The global geospatial analytics market is segmented based on type, technology, application and geography. Based on type, the market is segmented into surface analytics, network analytics, geovisualization and others. Based on technology, the market is segmented into remote sensing, global positioning systems (GPS) and geographic information system (GIS). According to application, the market is segmented into automotive utility & communication, government, defense, business and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

### Drivers:

Rise in penetration of big data solutions among enterprises. Insights gained via geospatial analytics empowers organizations to effectively utilize the knowledge and make informed decisions.

Advancements in artificial intelligence (AI) technology drives the market for geospatial analytics.

Restraints:

High cost for implementation hinders the market growth of geospatial analytics.

### **MARKET PLAYERS:**

Some of the key players in the global geospatial analytics market include Harris Corporation, Trimble Navigation, Digitalglobe Inc., General Electric (GE), RMSI, ESRI, Hexagon AB, Fugro N.V, MDA Corporation and Bentley Systems Inc.

### **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

By Type

Surface Analytics

Network Analytics

Geovisualization

Others

By Technology

Remote Sensing

Global Positioning Systems (GPS)

Geographic Information System (GIS)

Others

## By Application

Automotive

Utility & Communication

Government

Defense

Business

Others

## By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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