

# **Location Analytics Market Forecasts to 2032 – Global Analysis By Type (Indoor, Outdoor, Real-Time, Prescriptive, Descriptive, Predictive and Other Types), Component, Deployment Mode, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Location Analytics Market is accounted for \$26.7 billion in 2025 and is expected to reach \$70.3 billion by 2032 growing at a CAGR of 14.8% during the forecast period. Location Analytics involves the process of gaining insights from geographic or spatial data to improve decision-making and business outcomes. It includes analyzing data tied to specific locations—such as addresses, coordinates, or regions—to uncover patterns, trends, and relationships. By integrating geographic information systems (GIS) with business intelligence tools, organizations can visualize data on maps, identify regional trends, optimize logistics, and enhance customer experiences. Location Analytics is widely used across industries including retail, transportation, healthcare, and urban planning, helping businesses make informed choices about site selection, marketing strategies, resource allocation, and risk management based on location-specific insights.

Market Dynamics:

Driver:

Increasing usage of geospatial data and analytical tools

The market is witnessing rapid growth due to the increasing use of geospatial data and advanced analytical tools. Organizations across sectors are leveraging satellite imagery, GPS data, and geographic information systems (GIS) to gain real-time insights

into consumer behavior, operational efficiency, and market trends. Enhanced data visualization and AI-powered analytics are enabling smarter decision-making and location-based strategies. This trend is driven by the demand for precision, efficiency, and competitive advantage in an increasingly data-driven world.

#### Restraint:

##### Concerns associated with geo-privacy and confidential data

Concerns surrounding geo-privacy and the handling of confidential data pose significant challenges to the growth of the Location Analytics market. As organizations collect and analyze location-based information, risks related to data breaches, unauthorized surveillance, and misuse of personal information increase. These issues raise ethical and legal concerns, leading to stricter regulations and reduced consumer trust. Consequently, companies may face limitations in data access and usage, hindering innovation and slowing the adoption of location-based technologies across various industries.

#### Opportunity:

##### Rising Need for Location-Based Services (LBS) and Real-Time Location Systems (RTLS)

The growing demand for Location-Based Services (LBS) and Real-Time Location Systems (RTLS) is significantly driving the Location Analytics market. Businesses are increasingly adopting these technologies to track assets, monitor workforce movements, and deliver personalized customer experiences. LBS and RTLS provide accurate, real-time insights that enhance operational efficiency, safety, and service delivery. With the proliferation of mobile devices and IoT, organizations are leveraging these tools to gain spatial awareness and improve decision-making in sectors like retail, healthcare, logistics, and smart cities.

#### Threat:

##### Fragmented regulatory landscape and cross-border data flow

The fragmented regulatory landscape and complex cross-border data flow in the market create significant challenges, such as compliance risks, data privacy concerns, and operational inefficiencies. Companies must navigate varying regulations across different

regions, leading to increased costs and delays in implementing location-based services. Additionally, inconsistent policies on data transfer hinder global operations, impeding real-time data sharing and collaboration. This fragmentation disrupts market growth and complicates the ability to scale solutions across borders effectively.

### Covid-19 Impact

The COVID-19 pandemic significantly impacted the market by accelerating the adoption of digital technologies for real-time decision-making and operational efficiency. Businesses increasingly relied on location-based data for supply chain management, customer behavior analysis, and workforce optimization during lockdowns and restrictions. However, the crisis also led to budget cuts and delayed investments in new technologies. Despite these challenges, the demand for location intelligence solutions grew, as companies sought insights to navigate the evolving market and plan for post-pandemic recovery.

The descriptive segment is expected to be the largest during the forecast period

The descriptive segment is expected to account for the largest market share during the forecast period, due to helping businesses optimize decision-making. It integrates technologies like GIS, GPS, and IoT to provide insights across industries such as retail, healthcare, and transportation. By visualizing data on maps, companies can enhance customer targeting, streamline supply chains, and improve operational efficiency. With the increasing demand for data-driven insights and the rise of smart technologies, the market is expected to grow significantly in the coming years.

The asset management segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the asset management segment is predicted to witness the highest growth rate. By integrating GIS and IoT technologies, businesses can track asset locations in real-time, predict maintenance needs, and enhance resource allocation. This improves operational efficiency, reduces downtime, and extends the lifecycle of assets. Industries like utilities, transportation, and manufacturing benefit from location-based insights, ensuring better asset utilization, cost reduction, and timely decision-making.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing adoption of data-driven decision-making across various industries like retail, healthcare, and logistics. The rise of smartphones, IoT, and cloud-based solutions is fueling demand for location-based insights. Additionally, the region's growing emphasis on smart cities, urbanization, and the need for real-time data analytics further propels market expansion. Countries like China, India, and Japan are key contributors to this surge, presenting significant growth opportunities.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR. The proliferation of mobile devices and IoT technologies has led to an increase in location-based data, enabling businesses to gain real-time insights into customer behavior and operational efficiency. Advancements in Geographic Information System (GIS) technology and the integration of Artificial Intelligence (AI) and Machine Learning (ML) have further enhanced analytical capabilities. Additionally, the widespread adoption of cloud computing has facilitated scalable and cost-effective solutions, making location analytics accessible to a broader range of industries.

#### Key players in the market

Some of the key players profiled in the Location Analytics Market include IBM, Google, Oracle, Microsoft, Esri, SAS Institute, Precisely, SAP, Cisco, TomTom, Hexagon AB, Zebra Technologies, MapLarge, Sparkgeo and Ascent Cloud.

#### Key Developments:

In May 2025, Lumen Technologies and IBM announced a new collaboration to develop enterprise-grade AI solutions at the edge—integrating watsonx, IBM's portfolio of AI products, with Lumen's Edge Cloud infrastructure and network. Together, Lumen and IBM aim to bring powerful, real-time AI inferencing closer to where data is generated, helping companies overcome cost, latency, and security barriers as they scale AI adoption and enhance customer experiences.

In March 2025, Esri—the global leader in location intelligence—announced a collaboration with Google Maps Platform. Enabling users to create highly detailed and visually immersive 3D maps and scenes, this collaboration integrates Google's Photorealistic 3D Tiles into the ArcGIS suite.

**Types Covered:**

Indoor

Outdoor

Real-Time

Prescriptive

Descriptive

Predictive

Other Types

**Components Covered:**

Solution

Services

**Deployment Modes Covered:**

On-Premises

Cloud

**Applications Covered:**

Risk Management

Remote Monitoring

Emergency Response Management

Supply Chain Planning and Optimization

Workforce Management

Asset Management

Sales and Marketing Optimization

Other Applications

End Users Covered:

Retail

Energy & Utilities

Government & Defense

Education

Healthcare

IT & Telecom

Transportation & Logistics

Other End Users

Regions Covered:

North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL LOCATION ANALYTICS MARKET, BY TYPE**

- 5.1 Introduction
- 5.2 Indoor
- 5.3 Outdoor
- 5.4 Real-Time
- 5.5 Prescriptive
- 5.6 Descriptive
- 5.7 Predictive
- 5.8 Other Types

## **6 GLOBAL LOCATION ANALYTICS MARKET, BY COMPONENT**

- 6.1 Introduction
- 6.2 Solution
  - 6.2.1 Geocoding & Reverse Geocoding
  - 6.2.2 Thematic Mapping & Spatial Analysis
  - 6.2.3 Data Integration & ETL
  - 6.2.4 Reporting & Visualization
- 6.3 Services
  - 6.3.1 Consulting
  - 6.3.2 Support & Maintenance
  - 6.3.3 System Integration

## **7 GLOBAL LOCATION ANALYTICS MARKET, BY DEPLOYMENT MODE**

- 7.1 Introduction
- 7.2 On-Premises
- 7.3 Cloud

## **8 GLOBAL LOCATION ANALYTICS MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Risk Management
- 8.3 Remote Monitoring
- 8.4 Emergency Response Management
- 8.5 Supply Chain Planning and Optimization
- 8.6 Workforce Management
- 8.7 Asset Management

8.8 Sales and Marketing Optimization

8.9 Other Applications

## **9 GLOBAL LOCATION ANALYTICS MARKET, BY END USER**

9.1 Introduction

9.2 Retail

9.3 Energy & Utilities

9.4 Government & Defense

9.5 Education

9.6 Healthcare

9.7 IT & Telecom

9.9 Transportation & Logistics

9.10 Other End Users

## **10 GLOBAL LOCATION ANALYTICS MARKET, BY GEOGRAPHY**

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

- 10.5.2 Brazil
- 10.5.3 Chile
- 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa
  - 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 IBM
- 12.2 Google
- 12.3 Oracle
- 12.4 Microsoft
- 12.5 Esri
- 12.6 SAS Institute
- 12.7 Precisely
- 12.8 SAP
- 12.9 Cisco
- 12.10 TomTom
- 12.11 Hexagon AB
- 12.12 Zebra Technologies
- 12.13 MapLarge
- 12.14 Sparkgeo
- 12.15 Ascent Cloud

## List Of Tables

### LIST OF TABLES

- 1 Global Location Analytics Market Outlook, By Region (2024-2032) (\$MN)
- 2 Global Location Analytics Market Outlook, By Type (2024-2032) (\$MN)
- 3 Global Location Analytics Market Outlook, By Indoor (2024-2032) (\$MN)
- 4 Global Location Analytics Market Outlook, By Outdoor (2024-2032) (\$MN)
- 5 Global Location Analytics Market Outlook, By Real-Time (2024-2032) (\$MN)
- 6 Global Location Analytics Market Outlook, By Prescriptive (2024-2032) (\$MN)
- 7 Global Location Analytics Market Outlook, By Descriptive (2024-2032) (\$MN)
- 8 Global Location Analytics Market Outlook, By Predictive (2024-2032) (\$MN)
- 9 Global Location Analytics Market Outlook, By Other Types (2024-2032) (\$MN)
- 10 Global Location Analytics Market Outlook, By Component (2024-2032) (\$MN)
- 11 Global Location Analytics Market Outlook, By Solution (2024-2032) (\$MN)
- 12 Global Location Analytics Market Outlook, By Geocoding & Reverse Geocoding (2024-2032) (\$MN)
- 13 Global Location Analytics Market Outlook, By Thematic Mapping & Spatial Analysis (2024-2032) (\$MN)
- 14 Global Location Analytics Market Outlook, By Data Integration & ETL (2024-2032) (\$MN)
- 15 Global Location Analytics Market Outlook, By Reporting & Visualization (2024-2032) (\$MN)
- 16 Global Location Analytics Market Outlook, By Services (2024-2032) (\$MN)
- 17 Global Location Analytics Market Outlook, By Consulting (2024-2032) (\$MN)
- 18 Global Location Analytics Market Outlook, By Support & Maintenance (2024-2032) (\$MN)
- 19 Global Location Analytics Market Outlook, By System Integration (2024-2032) (\$MN)
- 20 Global Location Analytics Market Outlook, By Deployment Mode (2024-2032) (\$MN)
- 21 Global Location Analytics Market Outlook, By On-Premises (2024-2032) (\$MN)
- 22 Global Location Analytics Market Outlook, By Cloud (2024-2032) (\$MN)
- 23 Global Location Analytics Market Outlook, By Application (2024-2032) (\$MN)
- 24 Global Location Analytics Market Outlook, By Risk Management (2024-2032) (\$MN)
- 25 Global Location Analytics Market Outlook, By Remote Monitoring (2024-2032) (\$MN)
- 26 Global Location Analytics Market Outlook, By Emergency Response Management (2024-2032) (\$MN)
- 27 Global Location Analytics Market Outlook, By Supply Chain Planning and Optimization (2024-2032) (\$MN)
- 28 Global Location Analytics Market Outlook, By Workforce Management (2024-2032)

(\$MN)

29 Global Location Analytics Market Outlook, By Asset Management (2024-2032)

(\$MN)

30 Global Location Analytics Market Outlook, By Sales and Marketing Optimization (2024-2032) (\$MN)

31 Global Location Analytics Market Outlook, By Other Applications (2024-2032) (\$MN)

32 Global Location Analytics Market Outlook, By End User (2024-2032) (\$MN)

33 Global Location Analytics Market Outlook, By Retail (2024-2032) (\$MN)

34 Global Location Analytics Market Outlook, By Energy & Utilities (2024-2032) (\$MN)

35 Global Location Analytics Market Outlook, By Government & Defense (2024-2032) (\$MN)

36 Global Location Analytics Market Outlook, By Education (2024-2032) (\$MN)

37 Global Location Analytics Market Outlook, By Healthcare (2024-2032) (\$MN)

38 Global Location Analytics Market Outlook, By IT & Telecom (2024-2032) (\$MN)

39 Global Location Analytics Market Outlook, By Transportation & Logistics (2024-2032) (\$MN)

40 Global Location Analytics Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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