

# **Location Intelligence Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Vertical (BFSI, IT & Telecom), By Application (Remote Monitoring, Risk Management), By Service (System Integration, Consulting), By End-User (Retail, Industry, Healthcare, Others) By Region, and By Competition**

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## **Abstracts**

Global Location Intelligence Market has valued at USD 17.5 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 14.2% through 2028. The Global Location Intelligence Market is experiencing remarkable growth driven by the increasing integration of location-based data and analytics in business operations. This burgeoning market, valued at over \$10 billion in 2021, is projected to continue its upward trajectory. Location intelligence leverages geographic information systems (GIS), satellite data, and GPS technology to provide businesses with valuable insights and real-time information about geographical locations. Industries such as retail, logistics, and transportation are actively adopting location intelligence to optimize supply chains, enhance customer experiences, and make data-driven decisions. Additionally, the rapid proliferation of IoT devices and the rising demand for location-based services in smartphones further fuel the market's expansion. As companies increasingly recognize the strategic value of location-based insights, the location intelligence market is expected to witness substantial investments, technological advancements, and a growing ecosystem of service providers, creating opportunities for innovation and industry growth.

### **Key Market Drivers**

## Increasing Demand for Location-Based Services

The global location intelligence market has experienced significant growth in recent years, driven by the increasing demand for location-based services. Location intelligence refers to the ability to gather, analyze, and utilize location data to gain insights and make informed business decisions. With the proliferation of smartphones and other mobile devices, individuals and businesses now have access to a wealth of location data, including GPS coordinates, geospatial information, and user-generated content. This data can be leveraged to provide personalized and contextually relevant services, such as location-based advertising, navigation, and asset tracking. The growing popularity of location-based applications, such as ride-hailing services and food delivery platforms, has fueled the demand for location intelligence solutions, as businesses seek to optimize their operations and enhance the customer experience.

## Advancements in Geospatial Technologies

Technological advancements in geospatial technologies have played a crucial role in driving the growth of the global location intelligence market. These advancements have led to the development of more accurate and sophisticated mapping systems, satellite imagery, and geolocation services. With the availability of high-resolution satellite imagery and aerial photography, businesses can now obtain detailed and up-to-date information about specific locations, including infrastructure, land use, and environmental factors. This data can be used for various applications, such as urban planning, real estate development, and disaster management. Furthermore, the integration of geospatial technologies with other emerging technologies, such as artificial intelligence and the Internet of Things (IoT), has unlocked new possibilities for location intelligence. For example, AI algorithms can analyze large volumes of location data to identify patterns, predict trends, and optimize business processes. The IoT enables the collection of real-time location data from connected devices, allowing businesses to track assets, monitor supply chains, and deliver personalized services based on the user's location.

## Rise of Smart Cities and Internet of Things (IoT)

The rise of smart cities and the Internet of Things (IoT) has created significant opportunities for the global location intelligence market. Smart cities leverage location intelligence to improve the quality of life for residents, enhance urban planning, and optimize the delivery of public services. Location data is used to monitor traffic patterns, manage parking, optimize public transportation routes, and detect environmental

hazards. The IoT, which involves the interconnection of various devices and sensors, generates vast amounts of location data that can be analyzed and utilized to make cities more efficient and sustainable. For example, sensors embedded in streetlights can collect data on air quality, noise levels, and pedestrian traffic, enabling city authorities to take proactive measures to improve the environment and ensure public safety. The integration of location intelligence with smart city initiatives and IoT deployments is expected to drive the growth of the global location intelligence market in the coming years.

### Increasing Focus on Business Intelligence and Analytics

The increasing focus on business intelligence and analytics has fueled the demand for location intelligence solutions. Businesses across various industries are recognizing the value of location data in gaining insights into consumer behavior, market trends, and competitive landscapes. Location intelligence enables businesses to understand the spatial relationships between customers, competitors, and their own assets, helping them make data-driven decisions and develop targeted marketing strategies. For example, retailers can analyze foot traffic patterns to optimize store locations and layout, while logistics companies can use location data to optimize delivery routes and reduce costs. The integration of location intelligence with business intelligence and analytics platforms allows businesses to visualize and analyze location data alongside other types of data, providing a holistic view of their operations and enabling them to uncover hidden patterns and correlations.

### Emergence of Indoor Location Technologies

The emergence of indoor location technologies has opened up new opportunities for the global location intelligence market. While traditional GPS-based systems are effective for outdoor navigation, they are less accurate in indoor environments where GPS signals may be weak or unavailable. Indoor location technologies, such as Bluetooth beacons, Wi-Fi positioning systems, and indoor mapping solutions, enable businesses to track and locate assets, monitor employee movements, and deliver personalized experiences within indoor spaces, such as shopping malls, airports, and stadiums. These technologies rely on a combination of sensors, signal triangulation, and mapping algorithms to determine the user's location within a building. The adoption of indoor location technologies is expected to grow across various industries, including retail, hospitality, healthcare, and logistics, driving the demand for location intelligence solutions that can integrate and analyze indoor location data.

## Key Market Challenges

### Lack of Standardization Hinders Data Integration

The Global Location Intelligence Market faces a significant challenge related to standardization. With the proliferation of location-based data and services across various industries, the absence of standardized protocols and frameworks for seamless data integration poses a hurdle to effective implementation. Users often encounter difficulties when attempting to connect and synchronize diverse location intelligence tools from different providers, resulting in fragmented experiences and potential inefficiencies. This lack of standardization impedes the market's growth potential, as businesses and organizations hesitate to invest in location intelligence solutions that may not smoothly integrate with their existing infrastructure.

### Scalability and Complexity Issues

Complexity and scalability present another key challenge in the Global Location Intelligence Market. As the demand for location-based insights and analytics continues to grow, businesses require solutions that can adapt and scale according to their needs. However, configuring and managing a diverse range of location intelligence applications can be intricate and resource-intensive. This complexity can be overwhelming, especially for users with limited technical expertise or geographical data knowledge. The challenge of scalability and complexity can deter potential users from adopting location intelligence tools, limiting market expansion.

### Rapidly Changing Geospatial Data

The ever-evolving nature of geospatial data poses a continuous challenge for the Global Location Intelligence Market. Geographical data can change rapidly due to factors like urban development, environmental changes, and infrastructure updates. To remain relevant and accurate, location intelligence applications must constantly update their databases and algorithms. The failure to address these dynamic data requirements adequately can undermine the market's growth potential, as users seek location intelligence solutions that provide up-to-date and precise insights for decision-making.

### Privacy and Data Security Concerns

Privacy and data security are critical concerns in the Global Location Intelligence Market. Gathering and utilizing location-based data often involve the collection of

sensitive information. Adhering to stringent data protection regulations and ensuring the security of location data is paramount. Providers must invest in robust security measures and compliance mechanisms to address these concerns effectively. Failure to do so can result in regulatory penalties and damage to the reputation of the location.

## Key Market Trends

### Rise in Adoption of Location-Based Services

The global location intelligence market is witnessing a rise in adoption as businesses across various industries recognize the value of location-based services. Location intelligence enables businesses to gather, analyze, and utilize location data to gain insights and make informed decisions. With the increasing availability of smartphones and other mobile devices, individuals and businesses have access to a wealth of location data, including GPS coordinates, geospatial information, and user-generated content. This data can be leveraged to provide personalized and contextually relevant services, such as location-based advertising, navigation, and asset tracking. The growing popularity of location-based applications, such as ride-hailing services and food delivery platforms, has fueled the demand for location intelligence solutions, as businesses seek to optimize their operations and enhance the customer experience.

### Integration of Location Intelligence with Emerging Technologies

The integration of location intelligence with emerging technologies is a notable trend in the global location intelligence market. Location data is being combined with technologies such as artificial intelligence (AI), machine learning (ML), and the Internet of Things (IoT) to unlock new possibilities and create innovative solutions. AI and ML algorithms can analyze large volumes of location data to identify patterns, predict trends, and optimize business processes. For example, businesses can use location intelligence to analyze foot traffic patterns, optimize store locations, and personalize marketing campaigns. The IoT enables the collection of real-time location data from connected devices, allowing businesses to track assets, monitor supply chains, and deliver personalized services based on the user's location. The integration of location intelligence with emerging technologies is expected to drive the growth of the global location intelligence market, as businesses seek to leverage the power of data-driven insights.

### Focus on Indoor Location Technologies

Indoor location technologies are gaining traction in the global location intelligence market. While traditional GPS-based systems are effective for outdoor navigation, they are less accurate in indoor environments where GPS signals may be weak or unavailable. Indoor location technologies, such as Bluetooth beacons, Wi-Fi positioning systems, and indoor mapping solutions, enable businesses to track and locate assets, monitor employee movements, and deliver personalized experiences within indoor spaces, such as shopping malls, airports, and stadiums. These technologies rely on a combination of sensors, signal triangulation, and mapping algorithms to determine the user's location within a building. The adoption of indoor location technologies is expected to grow across various industries, including retail, hospitality, healthcare, and logistics, driving the demand for location intelligence solutions that can integrate and analyze indoor location data.

### Increasing Demand for Real-Time Location Data

The demand for real-time location data is on the rise in the global location intelligence market. Businesses are increasingly relying on up-to-date and accurate location data to make timely decisions and respond to changing market conditions. Real-time location data enables businesses to track assets, monitor fleet movements, and optimize logistics operations. For example, delivery companies can use real-time location data to track the progress of deliveries, optimize routes, and provide customers with accurate delivery estimates. Additionally, real-time location data is valuable for emergency response and disaster management, enabling authorities to quickly assess the situation, allocate resources, and coordinate rescue efforts. The increasing demand for real-time location data is driving the development of technologies and solutions that can capture, process, and analyze data in real-time, further fueling the growth of the global location intelligence market.

### Focus on Privacy and Data Protection

As the collection and use of location data increases, there is a growing focus on privacy and data protection in the global location intelligence market. Businesses are taking steps to ensure that location data is collected and used in a transparent and responsible manner, in compliance with privacy regulations and consumer expectations. This includes obtaining user consent, anonymizing data, and implementing robust security measures to protect against unauthorized access and data breaches. Additionally, businesses are investing in technologies and solutions that enable users to have more control over their location data, such as opt-in/opt-out mechanisms and data sharing preferences. By prioritizing privacy and data protection, businesses aim to build trust

with users and maintain the integrity of the location intelligence market.

## Segmental Insights

### Vertical Insights

In 2022, the BFSI (Banking, Financial Services, and Insurance) vertical emerged as the dominant segment in the Global Location Intelligence Market, and it is anticipated to maintain its dominance throughout the forecast period. This supremacy can be attributed to several key factors. Firstly, within the BFSI sector, location intelligence plays a pivotal role in risk assessment, fraud detection, and customer insights. By harnessing location data, financial institutions can make more informed decisions regarding loan approvals, assess the risk associated with specific geographic regions, and enhance customer experiences by tailoring services based on location-specific preferences and needs. Additionally, location intelligence aids in optimizing branch and ATM network placements, ensuring efficient coverage and accessibility for customers.

Moreover, the BFSI sector has been increasingly investing in advanced location intelligence solutions to strengthen compliance efforts and mitigate risks associated with regulatory requirements. Location-based insights assist in addressing compliance and reporting obligations by providing real-time data on transaction locations and ensuring adherence to geographic-specific regulations. Furthermore, the ongoing expansion of digital banking and mobile financial services has led to a surge in location-based services, such as location-based marketing and geofencing, which enhance customer engagement and drive revenue growth. As financial institutions continue to recognize the strategic value of location intelligence in enhancing operational efficiency, mitigating risks, and optimizing customer engagement, the BFSI vertical is expected to maintain its dominance in the Global Location Intelligence Market, solidifying its position as a major contributor to market growth throughout the forecast period.

### Application Insights

In 2022, the remote monitoring application segment dominated the global location intelligence market and is expected to maintain its dominance during the forecast period. Remote monitoring involves the use of location intelligence solutions to track and monitor assets, equipment, and resources in real-time, regardless of their physical location. This application segment has gained significant traction across various industries, including logistics, transportation, and utilities, due to its ability to enhance operational efficiency, improve asset utilization, and ensure regulatory compliance. With

remote monitoring, businesses can track the location and status of their assets, such as vehicles, containers, and machinery, enabling them to optimize routes, prevent theft or loss, and schedule maintenance proactively. Additionally, remote monitoring allows businesses to monitor environmental conditions, such as temperature, humidity, and air quality, in real-time, ensuring the safety and quality of goods and services. The COVID-19 pandemic has further accelerated the adoption of remote monitoring solutions, as businesses sought to monitor and manage their assets remotely to comply with social distancing measures and minimize on-site visits. As the demand for remote monitoring continues to grow, driven by the need for operational efficiency and risk mitigation, the remote monitoring application segment is expected to maintain its dominance in the global location intelligence market during the forecast period.

### Service Insights

In 2022, the consulting service segment dominated the global location intelligence market and is expected to maintain its dominance during the forecast period. Consulting services play a crucial role in helping businesses understand and leverage location intelligence effectively. These services involve providing expert guidance, strategic advice, and customized solutions to businesses seeking to implement location intelligence in their operations. Consulting services assist businesses in identifying their specific needs, defining their goals, and developing a roadmap for integrating location intelligence into their existing systems and processes. Consultants work closely with clients to understand their business requirements, analyze their data, and provide insights and recommendations on how to best utilize location intelligence to drive business growth and competitive advantage. They also assist in selecting the right technology platforms, tools, and data sources to support the implementation of location intelligence solutions. The consulting service segment's dominance can be attributed to the increasing awareness among businesses about the benefits of location intelligence and the need for expert guidance to navigate the complex landscape of location data and technologies. As businesses continue to recognize the value of location intelligence and seek assistance in harnessing its full potential, the consulting service segment is expected to maintain its dominance in the global location intelligence market during the forecast period.

### Regional Insights

In 2022, North America emerged as the dominant region in the Global Location Intelligence Market, and it is expected to maintain its dominance throughout the forecast period. Several key factors contribute to North America's leading position in this market.



Firstly, the region is home to a robust ecosystem of technology companies, including major players in the location intelligence sector. These companies have invested heavily in developing advanced location-based solutions and services, which have gained significant traction across industries such as retail, transportation, and healthcare.

Secondly, North America has a mature and technologically savvy user base that readily adopts location intelligence tools for a wide range of applications, from marketing and supply chain optimization to urban planning and emergency response. This user acceptance has fueled the growth of location intelligence services and solutions in the region. Furthermore, regulatory support for location-based technologies, coupled with a strong emphasis on data privacy and security, has provided a conducive environment for the development and adoption of location intelligence solutions. Government agencies and private enterprises in North America have leveraged location intelligence for disaster management, infrastructure planning, and public safety initiatives. Additionally, the region's thriving e-commerce industry has been a major driver for location intelligence adoption, as businesses seek to enhance the customer experience through location-based marketing and personalized services.

### Key Market Players

Google LLC

Esri Inc.

HERE Technologies

TomTom N.V.

Microsoft Corporation

IBM Corporation

Oracle Corporation

SAP SE

Pitney Bowes Inc.

Trimble Inc.

Hexagon AB

TIBCO Software Inc.

Alteryx, Inc.

CARTO

Foursquare Labs Inc.

Report Scope:

In this report, the Global Location Intelligence Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Location Intelligence Market, By Vertical:

BFSI

IT & Telecom

Location Intelligence Market, By Application:

Remote Monitoring

Risk Management

Location Intelligence Market, By Service:

System Integration

Consulting

Location Intelligence Market, By End User:

Retail

Industry,

Healthcare

Others

Location Intelligence Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Belgium

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Vietnam

South America

Brazil

Argentina

Colombia

Chile

Peru

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Israel

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Location Intelligence Market.

Available Customizations:

*Location Intelligence Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segme...*

Global Location Intelligence market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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15.2.3. Recent Developments

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## **16. STRATEGIC RECOMMENDATIONS**

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