

Mobile Mapping Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Component (Hardware, Software, Services), By Application (Road Mapping, 3D Modelling, Environmental Monitoring, Autonomous Navigation, Archeological Scanning, Others), By Industry Vertical (Oil & Gas, Real Estate, Government, Manufacturing, Transportation & Logistics, Energy & Utilities, Telecommunications, Retail, Others), By Region, Competition

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Abstracts

Global Mobile Mapping Market is expected to register a rapid CAGR during the forecast period. Mobile mapping refers to the collection of geospatial data using mobile devices such as smartphones, tablets, and GPS-enabled devices. The global mobile mapping market has experienced significant growth in recent years, and this can be attributed to the increasing demand for location-based services (LBS) across various industries and sectors. A mobile mapping specializes in creating and providing geospatial data and mapping solutions using mobile mapping technology. Mobile mapping involves using mobile devices such as smartphones, tablets, or specialized vehicles equipped with advanced sensors and cameras to collect geospatial data, including location, imagery, and other relevant information. This data is then processed, analyzed, and turned into digital maps or other geospatial products that can be used for various applications, such as navigation, urban planning, asset management, transportation, and more.

Growing demand for location-based services drive the mobile mapping market

Growing demand for location-based services (LBS) is indeed driving the mobile mapping market. One of the key drivers for the global mobile mapping market is the rising adoption of LBS in the transportation and logistics sector. Mobile mapping technology enables real-time tracking and monitoring of vehicles, assets, and shipments, leading to improved fleet management, route optimization, and delivery tracking. This has resulted in increased operational efficiency, cost savings, and enhanced customer experience, thereby driving the demand for mobile mapping solutions in the transportation and logistics industry.

Another significant driver for the global mobile mapping market is the growing demand for location-based advertising and marketing. Mobile mapping allows businesses to target consumers with personalized advertisements based on their real-time location. This enables businesses to deliver relevant and timely promotions, deals, and recommendations to consumers, leading to improved engagement, customer loyalty, and sales. As a result, businesses are increasingly leveraging mobile mapping to enhance their marketing efforts, which is driving the demand for mobile mapping solutions. Moreover, mobile mapping is being widely used in urban planning, smart city initiatives, and infrastructure development. Mobile mapping technology helps in accurate mapping and data collection of urban areas, which can be used for urban planning, traffic management, city management, and infrastructure development projects. The growing emphasis on smart city initiatives globally has further fueled the demand for mobile mapping solutions. Additionally, the rapid advancements in mobile and sensor technologies, such as high-resolution cameras, LiDAR (Light Detection and Ranging), and GPS, have significantly improved the accuracy and capabilities of mobile mapping solutions. This has further propelled the adoption of mobile mapping in various industries.

In conclusion, the increasing demand for location-based services in sectors such as transportation and logistics, advertising and marketing, urban planning, and smart city initiatives, along with advancements in mobile and sensor technologies, are driving the growth of the global mobile mapping market.

Expansion of smart city initiatives around the world

The market for mobile mapping is experiencing significant growth due to the expansion of smart city initiatives around the world. Smart cities are urban areas that use technology and data to improve the quality of life for their citizens, enhance sustainability, and optimize urban services. Mobile mapping plays a crucial role in the

development and implementation of smart city solutions, as it provides real-time geospatial data that is essential for urban planning, infrastructure management, and public services optimization.

One of the key drivers behind the growth of the global mobile mapping market is the increasing adoption of smart city initiatives by governments and local authorities worldwide. Governments are investing heavily in upgrading their urban infrastructure and services to improve efficiency and sustainability, and mobile mapping is a critical technology that enables them to achieve these goals. For example, mobile mapping is used in smart city applications such as intelligent transportation systems (ITS), smart grids, urban planning, emergency management, and environmental monitoring. These applications require accurate and up-to-date geospatial data, which is obtained through mobile mapping technologies such as LiDAR (Light Detection and Ranging), GPS (Global Positioning System), and GIS (Geographical Information System).

Another factor driving the market growth is the increasing demand for advanced mobile mapping solutions from various industry verticals. For instance, the construction and engineering sector relies on mobile mapping for site surveys, construction progress monitoring, and asset management. Utility companies use mobile mapping for infrastructure mapping, maintenance planning, and network optimization. Transportation and logistics companies utilize mobile mapping for fleet management, route optimization, and navigation. Moreover, the integration of mobile mapping with other emerging technologies such as artificial intelligence (AI), Internet of Things (IoT), and cloud computing further enhances its capabilities and expands its market potential.

Additionally, the growing awareness among city planners and policymakers about the benefits of mobile mapping in achieving smart city objectives is driving the market. Mobile mapping provides real-time and accurate geospatial data that enables city planners to make informed decisions, optimize resources, and improve service delivery. This has led to increased investments in mobile mapping solutions by governments and local authorities to support their smart city initiatives. Furthermore, the increasing availability of affordable and user-friendly mobile mapping solutions has made it more accessible to smaller cities and municipalities, thereby driving the market growth. Advances in mobile mapping technologies have resulted in more cost-effective solutions that are easy to deploy and operate, making them viable for cities of varying sizes and budgets.

Privacy and Security Concerns

Mobile mapping involves the collection and processing of vast amounts of location data, including personal information. Data privacy and security concerns, such as unauthorized access, data breaches, and misuse of data, pose challenges to the global mobile mapping market. Ensuring data privacy and security will be a key challenge for mobile mapping solution providers. Mobile mapping systems can be complex to implement and require significant investment in hardware, software, and skilled personnel. The cost and complexity of implementation can be a challenge, especially for small and medium-sized enterprises (SMEs) or organizations with limited resources, limiting their adoption of mobile mapping technologies.

Mobile mapping companies offer a wide range of services, including data collection, data processing and analysis, map production, and software development for mobile mapping applications. They may work with clients in different industries, such as transportation, construction, real estate, utilities, government agencies, and others, to provide customized mapping solutions tailored to their specific needs. Some common technologies used by mobile mapping companies include GPS (Global Positioning System), LiDAR (Light Detection and Ranging), inertial measurement units (IMUs), cameras, and other sensors. These technologies allow for high-precision data collection and mapping, enabling accurate and detailed representation of the physical world in digital form. Mobile mapping companies play a crucial role in the development and maintenance of digital maps, which are fundamental to many industries and applications. They help businesses and organizations make informed decisions based on geospatial data, improve operational efficiency, and enhance safety and productivity in various fields.

Market Segmentation

Based on Component, the market is segmented into Hardware, Software, and Services. Based on Application, the market is segmented into Road Mapping, 3D Modelling, Environmental Monitoring, Autonomous Navigation, Archeological Scanning, and Others. Based on Industry Vertical, the market is segmented into Oil & Gas, Real Estate, Government, Manufacturing, Transportation & Logistics, Energy & Utilities, Telecommunications, Retail, Others.

Company Profiles

Some of the key players in the market include Leica Geosystems, Trimble Inc., Teledyne Technologies company, RIEGL Laser Measurement Systems GmbH, Mosaic Viking, MapQuest, Inc., Mitsubishi Electric Corporation, Hitachi, Ltd., NovAtel Inc., and

Comtech Telecommunications Corp.

The Global Mobile Mapping market is highly competitive, with companies constantly seeking to differentiate themselves through their expertise, and cost-effectiveness. As the demand for innovative products continues to grow, the Global Mobile Mapping Market is expected to expand further in the coming years.

Report Scope:

In this report, the global mobile mapping market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Mapping Market, By Component:

Hardware

Software

Services

Mobile Mapping Market, By Application:

Road Mapping

3D Modelling

Environmental Monitoring

Autonomous Navigation

Archeological Scanning

Others

Mobile Mapping Market, By Industry Vertical:

Oil & Gas

Real Estate

Government

Manufacturing

Transportation & Logistics

Energy & Utilities

Telecommunications

Retail

Others

Mobile Mapping Market, By Region:

Asia-Pacific

China

Japan

India

Australia

South Korea

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Middle East & Africa

Israel

Turkey

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global mobile mapping market.

Available Customizations:

With the given market data, TechSci 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).

Contents

- 1. Service Overview
 - 1.1. Market Definition
 - 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. GLOBAL MOBILE MAPPING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Hardware, Software, and Services)
 - 5.2.2. By Application (Road Mapping, 3D Modelling, Environmental Monitoring, Autonomous Navigation, Archeological scanning, Others)
 - 5.2.3. By Industry Vertical (Oil & Gas, Real Estate, Government, Manufacturing, Transportation & Logistics, Energy & Utilities, Telecommunications, Retail, Others)
 - 5.2.4. By Region
- 5.3. By Company (2022)
- 5.4. Market Map

6. NORTH AMERICA MOBILE MAPPING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Component

6.2.2. By Application

6.2.3. By Industry Vertical

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Mobile Mapping Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Component

6.3.1.2.2. By Application

6.3.1.2.3. By Industry Vertical

6.3.2. Canada Mobile Mapping Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Component

6.3.2.2.2. By Application

6.3.2.2.3. By Industry Vertical

6.3.3. Mexico Mobile Mapping Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Component

6.3.3.2.2. By Application

6.3.3.2.3. By Industry Vertical

7. ASIA-PACIFIC MOBILE MAPPING MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Component

7.2.2. By Application

- 7.2.3. By Industry Vertical
- 7.2.4. By Country
- 7.3. Asia-Pacific: Country Analysis
 - 7.3.1. China Mobile Mapping Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Component
 - 7.3.1.2.2. By Application
 - 7.3.1.2.3. By Industry Vertical
 - 7.3.2. Japan Mobile Mapping Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Component
 - 7.3.2.2.2. By Application
 - 7.3.2.2.3. By Industry Vertical
 - 7.3.3. South Korea Mobile Mapping Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Component
 - 7.3.3.2.2. By Application
 - 7.3.3.2.3. By Industry Vertical
 - 7.3.4. India Mobile Mapping Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Component
 - 7.3.4.2.2. By Application
 - 7.3.4.2.3. By Industry Vertical
 - 7.3.5. Australia Mobile Mapping Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Component
 - 7.3.5.2.2. By Application
 - 7.3.5.2.3. By Industry Vertical

8. EUROPE MOBILE MAPPING MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Component

8.2.2. By Application

8.2.3. By Industry Vertical

8.2.4. By Country

8.3. Europe: Country Analysis

8.3.1. Germany Mobile Mapping Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Component

8.3.1.2.2. By Application

8.3.1.2.3. By Industry Vertical

8.3.2. United Kingdom Mobile Mapping Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Component

8.3.2.2.2. By Application

8.3.2.2.3. By Industry Vertical

8.3.3. France Mobile Mapping Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Component

8.3.3.2.2. By Application

8.3.3.2.3. By Industry Vertical

8.3.4. Italy Mobile Mapping Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Component

8.3.4.2.2. By Application

8.3.4.2.3. By Industry Vertical

8.3.5. Spain Mobile Mapping Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Component

8.3.5.2.2. By Application

8.3.5.2.3. By Industry Vertical

9. SOUTH AMERICA MOBILE MAPPING MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Component

9.2.2. By Application

9.2.3. By Industry Vertical

9.2.4. By Country

9.3. South America: Country Analysis

9.3.1. Brazil Mobile Mapping Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Component

9.3.1.2.2. By Application

9.3.1.2.3. By Industry Vertical

9.3.2. Argentina Mobile Mapping Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Component

9.3.2.2.2. By Application

9.3.2.2.3. By Industry Vertical

9.3.3. Colombia Mobile Mapping Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Component

9.3.3.2.2. By Application

9.3.3.2.3. By Industry Vertical

10. MIDDLE EAST & AFRICA MOBILE MAPPING MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Component

10.2.2. By Application

10.2.3. By Industry Vertical

10.2.4. By Country

10.3. Middle East & Africa: Country Analysis

10.3.1. Israel Mobile Mapping Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Component

10.3.1.2.2. By Application

10.3.1.2.3. By Industry Vertical

10.3.2. Turkey Mobile Mapping Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Component

10.3.2.2.2. By Application

10.3.2.2.3. By Industry Vertical

10.3.3. UAE Mobile Mapping Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Component

10.3.3.2.2. By Application

10.3.3.2.3. By Industry Vertical

10.3.4. Saudi Arabia Mobile Mapping Market Outlook

10.3.4.1. Market Size & Forecast

10.3.4.1.1. By Value

10.3.4.2. Market Share & Forecast

10.3.4.2.1. By Component

10.3.4.2.2. By Application

10.3.4.2.3. By Industry Vertical

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPANY PROFILES

- 13.1. Leica Geosystems AG
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue (If Available)
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel
 - 13.1.5. Key Services Offered
- 13.2. Trimble Inc.
 - 13.2.1. Business Overview
 - 13.2.2. Key Revenue (If Available)
 - 13.2.3. Recent Developments
 - 13.2.4. Key Personnel
 - 13.2.5. Key Services Offered
- 13.3. RIEGL Laser Measurement Systems GmbH
 - 13.3.1. Business Overview
 - 13.3.2. Key Revenue (If Available)
 - 13.3.3. Recent Developments
 - 13.3.4. Key Personnel
 - 13.3.5. Key Services Offered
- 13.4. Teledyne Technologies company
 - 13.4.1. Business Overview
 - 13.4.2. Key Revenue (If Available)
 - 13.4.3. Recent Developments
 - 13.4.4. Key Personnel
 - 13.4.5. Key Services Offered
- 13.5. Unirmi s.r.o.
 - 13.5.1. Business Overview
 - 13.5.2. Key Revenue (If Available)
 - 13.5.3. Recent Developments
 - 13.5.4. Key Personnel

- 13.5.5. Key Services Offered
- 13.6. MapQuest, Inc.
 - 13.6.1. Business Overview
 - 13.6.2. Key Revenue (If Available)
 - 13.6.3. Recent Developments
 - 13.6.4. Key Personnel
 - 13.6.5. Key Services Offered
- 13.7. Mitsubishi Electric Corporation
 - 13.7.1. Business Overview
 - 13.7.2. Key Revenue (If Available)
 - 13.7.3. Recent Developments
 - 13.7.4. Key Personnel
 - 13.7.5. Key Services Offered
- 13.8. Hitachi, Ltd.
 - 13.8.1. Business Overview
 - 13.8.2. Key Revenue (If Available)
 - 13.8.3. Recent Developments
 - 13.8.4. Key Personnel
 - 13.8.5. Key Services Offered
- 13.9. NovAtel Inc.
 - 13.9.1. Business Overview
 - 13.9.2. Key Revenue (If Available)
 - 13.9.3. Recent Developments
 - 13.9.4. Key Personnel
 - 13.9.5. Key Services Offered
- 13.10. Comtech Telecommunications Corp.
 - 13.10.1. Business Overview
 - 13.10.2. Key Revenue (If Available)
 - 13.10.3. Recent Developments
 - 13.10.4. Key Personnel
 - 13.10.5. Key Services Offered

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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