

North America Geospatial Analytics Market By Component (Solution, Service), By Deployment Mode (On-Premises, Cloud), By Type (Surface & Field Analytics, Network & Location Analytics, Geo-visualization), By Application (Surveying, Medicine & Public Safety, Disaster Risk Reduction & Management, Climate Change Adaptation, Others), By End User Industry (Automotive, Energy & Utility, BFSI, Agriculture, Defense & Intelligence, Government, Healthcare, Others), By Country, Competition Forecast & Opportunities, 2028F

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Abstracts

North America Geospatial Analytics Market is anticipated to grow at a high CAGR in the forecast period 2024-2028. The emergence of modern geospatial cloud, rapid advancement, and innovation in drone/UAV technology along with increasing penetration and adoption of Internet of things (IoT) coupled with rising demand for big data and Artificial Intelligence (AI) has enabled the Geospatial Information System (GIS) solution. Additionally, the integration of information systems with a hybrid cloud computing environment for surveying and collecting high quality real-time data has anticipated the growth in the region. Moreover, users are looking for remote access at reasonable costs, which maintains their privacy, therefore there has been an increase in demand for GIS software in smart cities development and urban planning. These factors are driving the North America geospatial analytics market in the forecast period. Additionally, the growing usage of GIS applications for defense and intelligence, government, urban planning, environmental and life science is likely to boost the

demand for geospatial based analytical tools across the region. The supporting initiatives and growing investment in the region are driving businesses to expand, to meet rising client demand. However, integration of the geospatial analytics solutions with other technology barriers may hamper the market's growth.

Geospatial analysis refers to a broad range of activities, emphasizing on applying various techniques to data and comprising of geospatial or space related characteristics. The Geographic Information System (GIS) collects geographic data, manages it for analysis, and then displays the referenced geographic information for consumers to access. It has successfully integrated hardware, software, and data. It aids consumers in making decisions by making it simple and quick for them to absorb the facts. Cost saving with increased organizational effectiveness, improved decision-making, improved communication, improved recordkeeping, and better control of geographic factors are all advantages.

The market is witnessing growth due to the constantly increasing demand for capturing real-time geographical data from all sectors. Additionally, the increasing emphasis on digital adoption by the government and awareness of key benefits like increased convenience and cost-saving by adopting software for numerous organizations would further lead to significant growth in the adoption of geospatial analysis across the region. The top service providers offer a location intelligence solution that can drive innovation across the business by supporting faster innovation, providing superior customer experiences, and enabling better business decisions with built-in analytics and a holistic view of the entire business. Along with geospatial, the top companies are providing services, with major applications in Climate Change Adaptation (CCA) and Disaster Risk Reduction and Management (DRRM) hence, complying with the demands of business and senior management. North America Geospatial Analytics Market is the most prospective industry for the future, considering the scope of dynamic and continuously updating technology.

Adoption of IoT and Sensors Technologies is Driving the Market in the Forecast Period

The massive adoption of Internet of Things (IoT) and smart sensors technologies in the business is enabling the growth of many products and services. Geospatial analytics solutions integrated with IoT, and sensors is one of the concepts that most of the industries are adopting as its aids in assessing the risk, and monitoring the remote assets, etc. Complex data could not be handled by traditional GIS, which could only consider static, organised information. To get over this problem, modern GIS relies on the availability of on-demand spatiotemporal data observations and data. These

integrated technologies and geographic data services enable the collection of high-velocity data and the provision of information with previously unheard-of ease. Moreover, spatial IoT provides unique location and time information along with other data. Furthermore, the geospatial service providers can manage the simplification of complex relationship through visualization, enhance predictive analytics capabilities. Therefore, geospatial data analytics services are driving the North America Geospatial Analytics Market.

Increase in Demand for GIS Solutions in Transportation Sector

Geospatial analysis solutions have the advantages of convenience factor and cost-saving, which have led to a rise in the use of several software applications such as highway maintenance & management, route planning, environmental assessment, accident analysis, traffic modelling, etc. Real-time awareness sharing is essential for data-driven smart cities. Transportation sector plays a crucial factor for the country's economy and growth. The GIS systems helps in planning, managing, and monitoring the complex systems of transportation more effectively. Moreover, the integration of forecasting software and varied data points such as traffic flows, public transit routes, land use, environmental impacts, etc in vehicle are aiding in effective delivery of goods during day-to-day transportation activities. These geospatial technologies have made it easier for the transportation and mobility agencies to successfully plan for future roadway expansion during construction projects, as well as site selection and land acquisition, planning, designing, and visualization. Furthermore, mobility enterprises, such as Uber Technologies, Inc. are transitioning such technologies which are helping users in providing nearest available vehicles and best routes. Thus, the advantages of geospatial analysis solutions in managing transportation sector are driving the market's rise for geospatial analytics.

Growing Investments in Geospatial Solutions is Pushing the Market Growth

Over the years, the government in the region are increasingly investing into geospatial solutions, to further expand its capabilities. Government agencies at all levels local, state, and federal as well as military organizations are expanding their expenditures in GIS technology to boost infrastructure and security. Moreover, the government officials are realising the importance of accounting for assets that have an impact on residents, communities, and other institutions. Governments can rapidly and effectively analyse assets geographically with the use of GIS technology. For instance, in June 2022, Biden Harris administration announced an historic investment of over USD 74 million in federal state partnership to invest in geoscience data collection, mapping, data preservation

and scientific areas to support scientific research, data mapping and preservation. Therefore, the investment in the geospatial analytics is rapidly growing and anticipating the growth of North America Geospatial Analytics Market in the forecast period.

Market Segments

The North America Geospatial Analytics market is segmented into Component, Deployment Mode, Type, Application, End User Industry, Region and Competitive Landscape. Based on Component, the market is segmented into Solution and Service. Based on Deployment Mode, the market is divided into On-Premises and Cloud. Based on Type, the market is segmented into Surface & Field Analytics, Network & Location Analytics, Geo-visualization. By Application into Surveying, Medicine & Public Safety, Disaster Risk Reduction & Management, Climate Change Adaptation, Others. Based on End User Industry, the market is fragmented into Automotive, Energy & Utility, BFSI, Agriculture, Defense & Intelligence, Government, Healthcare, and Others.

Market Players

Major market players in the North America Geospatial Analytics Market are Alteryx Inc., Advent International Corporation, Trimble, Inc, MapLarge, Inc., L3 Harris Technologies, Inc., Bentley Systems, Inc., ESRI, Inc, General Electric Company, Oracle Corporation, Google LLC. To achieve good market growth, businesses that are active in the market employ organic tactics such as product launches, mergers, and partnerships.

Report Scope:

In this report, North America Geospatial Analytics Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

North America Geospatial Analytics Market, By Component

Solution

Service

North America Geospatial Analytics Market, By Deployment Mode

On-Premises

Cloud

North America Geospatial Analytics Market, By Type

Surface & Field Analytics

Network & Location Analytics

Geo-visualization

North America Geospatial Analytics Market, By Application

Surveying

Medicine & Public Safety

Disaster Risk Reduction & Management

Climate Change Adaptation

Others

North America Geospatial Analytics Market, By End User Industry

Automotive

Energy & Utility

BFSI

Agriculture

Defense & Intelligence

Government

Healthcare

Others

North America Geospatial Analytics Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in North America Geospatial Analytics Market

Available Customizations:

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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