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Location-Based Services Market: Current Analysis and Forecast (2025-2033)

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Abstracts

The Location-Based Services Market is witnessing a significant growth rate of 18.96% during the forecast period (2025- 2033F). Location-based service is a software service for mobile devices and smartphones. These applications and devices use the customer's live location and make decisions according to the generated geo-data based on the user's location. Additionally, many companies, such as food delivery companies like Swiggy, Zomato, and Uber Eats, use LBS to track the user location and match the delivery agent and customer location. Navigation services such as Google Maps and Azure Maps also use LBSs. Google Map communicate with satellite signals using GPS and generates data. Further, using a variety of GPS data, it then creates an imaginary map. Google Maps also tracks traffic conditions and provides updates, reducing the time for users. Additionally, people can use location-specific information based on their current destination or locality. Many big companies are increasing the use of proximity services. Companies use technologies such as Bluetooth location, Wi-Fi location, or geodata to identify consumer location or surroundings, and based on that, they send personalized messages, offers, coupons, notifications, or advertisements to their smartphones after tracking their location or surroundings, which can help them make informed decisions.

Based on component, the location-based services market is segmented into hardware, software, and services. In 2024, the service segment dominated the market, and it is expected to continue doing so during the forecast period. The LBSs utilize customer location data to generate geodata, and after analysis, companies make decisions. Hardware collects raw data in the form of geo data, and software organizes that data. The services segment then turns that information into valuable insights and uses it to solve real-world problems. For example, the most common LBS services are Uber, Rapido, Lyft, and DoorDash

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apps. Such apps use a user's location and connect them with their nearby local drivers, and the user can also navigate their live location. Companies also use such apps as fleet management, which allows them to track the live location of their delivery vehicles, optimize routes, and ensure on-time delivery. The hardware and software provide a foundation, while the services provide the final solution and help in generating real-time data analytics, which enables businesses to make decisions. Additionally, services like Google Maps, which provide real-time traffic updates and directions, help people save time and reach their destinations more efficiently.

Based on location, the Location-based services market is segmented into Outdoor LBS and Indoor LBS. The outdoor LBS segment dominated the location-based service market in 2024. Smartphones use GPS technology to track users' locations and interact with the outside world. GPS communicates with satellite signals, and it is difficult for those signals to penetrate thick walls. For indoor signal communication, smartphones use Bluetooth and Wi-Fi signals to exchange information with each other and track their location. Furthermore, navigation applications such as Google Maps use GPS to communicate with satellite signals and then create an aerial imaginary map. The transportation industry heavily depends on GPS for tracking its vehicles' live location through fleet management systems. The delivery and ride-hailing services rely on GPS data for tracking real-time users' location, route optimization, and timely delivery of goods and services.

Based on technology, the location-based services market is segmented into GPS/A-GPS, Wi-Fi Triangulation, WLAN Triangulation, Bluetooth, and others. In 2024, the GPS/A-GPS based dominated the location-based service market. Their low power consumption and low density make them a suitable replacement for CPLD devices. In addition to reduced power consumption and a smaller form factor, GPS/A-GPS is the more popular choice, as it is embedded in nearly every smartphone, wearable device, or IoT chipset, and thus offers greater device coverage and developer support. Assisted modes reduce the time-to-first-fix and enhance sensitivity by utilizing cellular/Wi-Fi network data, which maintains high performance in city canyons and indoors, where single-frequency GPS performs poorly. Multi-constellation receivers are now common (and becoming multi-frequency - e.g., GPS + GLONASS/Galileo/BeiDou; L1/L5), offering better accuracy, availability, and white space tolerance. Prices of hardware have dropped significantly due to commodity silicon and integration of SoC, and the API, SDK, and high-precision augmentation (SBAS, PPP/RTK)

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ecosystem is mature and widely used. Governmental and safety requirements (e.g., emergency location services and automotive eCall) build on the GNSS as a baseline, entrenching its presence in mass-market devices.

Based on application, the location-based services market is segmented into Navigation Services, Tracking Services, Advertising & Promotion, Social Media Services, Gaming & Entertainment, Healthcare, and others. In 2024, the tracking segment dominated the market and is expected to maintain its leading position throughout the forecast period. This is due to the growing number of online food aggregator platforms globally, especially in developing economies such as China, India, and Southeast Asian countries. Delivery-based services use fleet management to track their vehicles' live location to ensure on-time delivery of their goods. Furthermore, ride-hailing services such as Uber and Rapido use navigation services. Tracking is a core part of their model. Such apps use live location to match customers, reducing waiting time. Navigation services allow users to share their live locations with family members and friends, which makes it easier to reach their destination efficiently. Also, there are now tracking programs that inform about driving behavior like overspeeding, rough acceleration/braking, and harsh cornering, and label driving style as aggressive or defensive. This information assists the fleet managers in enhancing the performance of the driver, minimizing the cost of maintenance, and enhancing efficiency.

For a better understanding of the market of Location-based services market, the market is analyzed based on its worldwide presence in countries such as North America (The US, Canada, and Rest of North America), Europe (Germany, The UK, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Rest of Asia-Pacific), Rest of World. The North America location-based service market dominated the global location-based service market in 2024 and is expected to maintain its position in the forecast period. This growth has been driven by the accelerated development of 5G networks and 5G network infrastructure across North America, as well as declining smartphone prices. As smartphone prices are coming down, more individuals are opting for greener options, particularly in the developing world, including China, India, and other countries. Moreover, the utilization of IoT devices has not only contributed positively to the expansion of the market, but they have also created data that is utilized in LBS to make decisions more effectively. Additionally, companies are adopting fleet management technology for real-time monitoring of their trucks and also to facilitate their timely delivery, and to make decisions based on the

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response given by the user. Moreover, AR/VR game LBS is highly demanded. As an illustration, Snapchat can share your live location with friends via features like Snap Map, Lenses, and Geofilters.

Some of the major players operating in the market include Google, HERE, Cisco Systems, Inc., IBM, Apple Inc., TomTom International BV, Qualcomm Technologies, Inc., Zebra Technologies, Microsoft, and Ericsson.

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