

# **Geospatial Analytics Market Size, Share, and Outlook, 2025 Report- By Type (Surface & Field Analytics, Network & Location Analytics, Geovisualization, Others), By Application (Telecommunications, Natural Resource Exploration, Urban Planning/Development, Others), By Component (Software, Service), By End-User (Communication, Defense and Intelligence, Agriculture, Government, Natural Resources, Others), By Technology (Remote Sensing, Geographic Information Systems (GIS), Global Positioning System (GPS), Internet Mapping), 2018-2032**

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## **Abstracts**

### Geospatial Analytics Market Outlook

The Geospatial Analytics Market size is expected to register a growth rate of 13.5% during the forecast period from \$84.29 Billion in 2025 to \$204.5 Billion in 2032. The Geospatial Analytics market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Geospatial Analytics segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Surface & Field Analytics, Network & Location Analytics, Geovisualization, Others), By Application (Telecommunications, Natural Resource Exploration, Urban Planning/Development, Others), By Component (Software, Service), By End-User (Communication, Defense and Intelligence,

Agriculture, Government, Natural Resources, Others), By Technology (Remote Sensing, Geographic Information Systems (GIS), Global Positioning System (GPS), Internet Mapping). Over 70 tables and charts showcase findings from our latest survey report on Geospatial Analytics markets.

## Geospatial Analytics Market Insights, 2025

The geospatial analytics market is evolving as industries leverage location-based intelligence for strategic decision-making in urban planning, disaster management, agriculture, and logistics. AI-powered analytics tools are enhancing geospatial data interpretation, enabling real-time tracking and predictive insights for applications such as fleet management, supply chain optimization, and environmental monitoring. Governments and enterprises are adopting GIS-based analytics to assess infrastructure vulnerabilities and improve emergency response strategies. Satellite and drone imagery are being integrated with big data analytics to enhance agricultural productivity through precision farming techniques. In the retail sector, geospatial analytics is optimizing site selection and customer targeting by analyzing demographic and foot traffic data. As cloud computing and IoT continue to advance, geospatial analytics platforms are offering real-time data integration with AI-driven mapping solutions, further expanding their applications across multiple industries.

## Five Trends that will define global Geospatial Analytics market in 2025 and Beyond

A closer look at the multi-million market for Geospatial Analytics identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Geospatial Analytics companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Geospatial Analytics vendors.

## What are the biggest opportunities for growth in the Geospatial Analytics industry?

The Geospatial Analytics sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial

decisions with unique insights, data forecasts, and in-depth market analyses.

## Geospatial Analytics Market Segment Insights

The Geospatial Analytics industry presents strong offers across categories. The analytical report offers forecasts of Geospatial Analytics industry performance across segments and countries. Key segments in the industry include%li%By Type (Surface & Field Analytics, Network & Location Analytics, Geovisualization, Others), By Application (Telecommunications, Natural Resource Exploration, Urban Planning/Development, Others), By Component (Software, Service), By End-User (Communication, Defense and Intelligence, Agriculture, Government, Natural Resources, Others), By Technology (Remote Sensing, Geographic Information Systems (GIS), Global Positioning System (GPS), Internet Mapping). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Geospatial Analytics market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Geospatial Analytics industry ecosystem. It assists decision-makers in evaluating global Geospatial Analytics market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Geospatial Analytics industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

## Asia Pacific Geospatial Analytics Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the

fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Geospatial Analytics Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Geospatial Analytics with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Geospatial Analytics market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Geospatial Analytics market Insights%li%Vendors are exploring new opportunities within the US Geospatial Analytics industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Geospatial Analytics companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Geospatial Analytics market.

Latin American Geospatial Analytics market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create

new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Geospatial Analytics Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Geospatial Analytics markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Geospatial Analytics markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape%li%How Geospatial Analytics companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Alteryx Inc, DigitalGlobe, Fugro N.V., Google, Hexagon AB, Pitney Bowes, RMSI, SAP, Trimble Navigation Ltd.

## Geospatial Analytics Market Segmentation

### By Type

Surface & Field Analytics

Network & Location Analytics

Geovisualization

Others

By Application

Telecommunications

Natural Resource Exploration

Urban Planning/Development

Others

By Component

Software

Service

By End-User

Communication

Defense and Intelligence

Agriculture

Government

Natural Resources

Others

By Technology

Remote Sensing

Geographic Information Systems (GIS)

Global Positioning System (GPS)

Internet Mapping

## Leading Companies

Alteryx Inc

DigitalGlobe

Fugro N.V.

Google

Hexagon AB

Pitney Bowes

RMSI

SAP

Trimble Navigation Ltd

## Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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**Surface & Field Analytics**

**Network & Location Analytics**

**Geovisualization**

**Others**

### **By Application**

**Telecommunications**

**Natural Resource Exploration**

**Urban Planning/Development**

**Others**

### **By Component**

**Software**

**Service**

### **By End-User**

**Communication**

**Defense and Intelligence**

**Agriculture**

**Government**

**Natural Resources**

**Others**

### **By Technology**

**Remote Sensing**

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**Hexagon AB**

**Pitney Bowes**

**RMSI**

**SAP**

**Trimble Navigation Ltd**

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