

# **Location Awareness Service Market Size, Share, and Outlook, 2025 Report- By Type (Real-time Locating, Fuzzy Locating), By Application (Tracking and Navigation, Marketing and Advertising, Location-based Social Networks, Location-based Health Monitoring, Others), By Location (Real-time Locating, Fuzzy Locating), By Service (Deployment and Integration, Application Support and Maintenance, Consulting and Training), By End-User (Transportation and Logistics, Retail, Government, Tourism and Hospitality, Manufacturing, Healthcare and Life Sciences, Media and Entertainment, Others), 2018-2032**

<https://marketpublishers.com/r/L51F8811E5DCEN.html>

Date: April 2025

Pages: 188

Price: US\$ 3,680.00 (Single User License)

ID: L51F8811E5DCEN

## **Abstracts**

### Location Awareness Service Market Outlook

The Location Awareness Service Market size is expected to register a growth rate of 21.3% during the forecast period from \$29.71 Billion in 2025 to \$114.8 Billion in 2032. The Location Awareness Service 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 Location Awareness Service segments across 22 countries from 2021 to 2032. Key

segments in the report include By Type (Real-time Locating, Fuzzy Locating), By Application (Tracking and Navigation, Marketing and Advertising, Location-based Social Networks, Location-based Health Monitoring, Others), By Location (Real-time Locating, Fuzzy Locating), By Service (Deployment and Integration, Application Support and Maintenance, Consulting and Training), By End-User (Transportation and Logistics, Retail, Government, Tourism and Hospitality, Manufacturing, Healthcare and Life Sciences, Media and Entertainment, Others). Over 70 tables and charts showcase findings from our latest survey report on Location Awareness Service markets.

## Location Awareness Service Market Insights, 2025

Location awareness services leverage GPS, Wi-Fi, Bluetooth, and IoT sensors to provide real-time geolocation data for applications in logistics, retail, healthcare, and smart cities. These services enable businesses to enhance customer experiences through location-based marketing, personalized navigation, and geofencing strategies. The rise of on-demand services, such as ride-hailing and food delivery, has intensified the need for precise and real-time location tracking capabilities. Retailers are using geolocation data to drive foot traffic by sending targeted promotions to nearby customers, enhancing engagement and conversion rates. In industrial settings, location awareness is improving asset tracking, supply chain management, and workforce safety through real-time monitoring. However, privacy concerns and stringent data protection regulations, such as the California Consumer Privacy Act (CCPA), pose challenges for businesses collecting location data. Advances in AI-driven location intelligence are helping organizations refine their geospatial analytics, reducing inaccuracies and improving decision-making. As IoT adoption grows, location awareness services will continue evolving to support new use cases in connected ecosystems.

## Five Trends that will define global Location Awareness Service market in 2025 and Beyond

A closer look at the multi-million market for Location Awareness Service identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Location Awareness Service 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 Location Awareness Service vendors.

What are the biggest opportunities for growth in the Location Awareness Service

industry?

The Location Awareness Service 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.

### Location Awareness Service Market Segment Insights

The Location Awareness Service industry presents strong offers across categories. The analytical report offers forecasts of Location Awareness Service industry performance across segments and countries. Key segments in the industry include%li%By Type (Real-time Locating, Fuzzy Locating), By Application (Tracking and Navigation, Marketing and Advertising, Location-based Social Networks, Location-based Health Monitoring, Others), By Location (Real-time Locating, Fuzzy Locating), By Service (Deployment and Integration, Application Support and Maintenance, Consulting and Training), By End-User (Transportation and Logistics, Retail, Government, Tourism and Hospitality, Manufacturing, Healthcare and Life Sciences, Media and Entertainment, Others). 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, Location Awareness Service 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 Location Awareness Service industry ecosystem. It assists decision-makers in evaluating global Location Awareness Service market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Location Awareness Service 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 Location Awareness Service 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 Location Awareness Service 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 Location Awareness Service 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 Location Awareness Service market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Location Awareness Service market Insights%li%Vendors are exploring new opportunities within the US Location Awareness Service industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Location Awareness Service 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 Location Awareness Service market.

Latin American Location Awareness Service 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 Location Awareness Service 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 Location Awareness Service 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 Location Awareness Service markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Location Awareness Service 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 AiRISTA Flow, Apple, Aruba Networks, CenTrak, Cisco, Ericsson, Esri, Foursquare, GE Healthcare, Google, HERE, IBM, Microsoft, Navigine, Oracle, Qualcomm, Quuppa, SAS Institute, STANLEY Healthcare, Teldio, TomTom, Ubisense.

## Location Awareness Service Market Segmentation

### By Type

Real-time Locating

Fuzzy Locating

### By Application

Tracking and Navigation

Marketing and Advertising

Location-based Social Networks

Location-based Health Monitoring

Others

### By Location

Real-time Locating

Fuzzy Locating

### By Service

Deployment and Integration

Application Support and Maintenance

Consulting and Training

### By End-User

Transportation and Logistics

Retail

Government

Tourism and Hospitality

Manufacturing

Healthcare and Life Sciences

Media and Entertainment

Others

Leading Companies

AiRISTA Flow

Apple

Aruba Networks

CenTrak

Cisco

Ericsson

Esri

Foursquare

GE Healthcare

Google

HERE

IBM

Microsoft

Navigine

Oracle

Qualcomm

Quuppa

SAS Institute

STANLEY Healthcare

Teldio

TomTom

Ubisense

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.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Location Awareness Service Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Location Awareness Service Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL LOCATION AWARENESS SERVICE MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

- 4.6 Porter's Five Force Analysis
  - 4.6.1 Intensity of Competitive Rivalry
  - 4.6.2 Threat of New Entrants
  - 4.6.3 Threat of Substitutes
  - 4.6.4 Bargaining Power of Buyers
  - 4.6.5 Bargaining Power of Suppliers
- 4.7 Location Awareness Service Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. LOCATION AWARENESS SERVICE MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### **By Type**

**Real-time Locating**

**Fuzzy Locating**

**By Application**

**Tracking and Navigation**

**Marketing and Advertising**

**Location-based Social Networks**

**Location-based Health Monitoring**

**Others**

**By Location**

**Real-time Locating**

**Fuzzy Locating**

**By Service**

**Deployment and Integration**

**Application Support and Maintenance**

**Consulting and Training**

**By End-User**

**Transportation and Logistics**

**Retail**

**Government**

**Tourism and Hospitality**

**Manufacturing**

Healthcare and Life Sciences  
Media and Entertainment  
Others

## **6. GLOBAL LOCATION AWARENESS SERVICE MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

6.1 Low Growth Scenario  
6.2 Base/Reference Case  
6.3 High Growth Scenario

## **6. NORTH AMERICA LOCATION AWARENESS SERVICE MARKET SIZE OUTLOOK**

6.1 Key Market Statistics, 2024  
6.2 North America Location Awareness Service Market Trends and Growth Opportunities  
6.2.1 North America Location Awareness Service Market Outlook by Type  
6.2.2 North America Location Awareness Service Market Outlook by Application  
6.3 North America Location Awareness Service Market Outlook by Country  
6.3.1 The US Location Awareness Service Market Outlook, 2021- 2032  
6.3.2 Canada Location Awareness Service Market Outlook, 2021- 2032  
6.3.3 Mexico Location Awareness Service Market Outlook, 2021- 2032

## **7. EUROPE LOCATION AWARENESS SERVICE MARKET SIZE OUTLOOK**

7.1 Key Market Statistics, 2024  
7.2 Europe Location Awareness Service Market Trends and Growth Opportunities  
7.2.1 Europe Location Awareness Service Market Outlook by Type  
7.2.2 Europe Location Awareness Service Market Outlook by Application  
7.3 Europe Location Awareness Service Market Outlook by Country  
7.3.2 Germany Location Awareness Service Market Outlook, 2021- 2032  
7.3.3 France Location Awareness Service Market Outlook, 2021- 2032  
7.3.4 The UK Location Awareness Service Market Outlook, 2021- 2032  
7.3.5 Spain Location Awareness Service Market Outlook, 2021- 2032  
7.3.6 Italy Location Awareness Service Market Outlook, 2021- 2032  
7.3.7 Russia Location Awareness Service Market Outlook, 2021- 2032  
7.3.8 Rest of Europe Location Awareness Service Market Outlook, 2021- 2032

## **8. ASIA PACIFIC LOCATION AWARENESS SERVICE MARKET SIZE OUTLOOK**

## **8.1 Key Market Statistics, 2024**

### **8.2 Asia Pacific Location Awareness Service Market Trends and Growth Opportunities**

#### **8.2.1 Asia Pacific Location Awareness Service Market Outlook by Type**

#### **8.2.2 Asia Pacific Location Awareness Service Market Outlook by Application**

### **8.3 Asia Pacific Location Awareness Service Market Outlook by Country**

#### **8.3.1 China Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.2 India Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.3 Japan Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.4 South Korea Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.5 Australia Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.6 South East Asia Location Awareness Service Market Outlook, 2021- 2032**

#### **8.3.7 Rest of Asia Pacific Location Awareness Service Market Outlook, 2021- 2032**

## **9. SOUTH AMERICA LOCATION AWARENESS SERVICE MARKET SIZE OUTLOOK**

### **9.1 Key Market Statistics, 2024**

#### **9.2 South America Location Awareness Service Market Trends and Growth Opportunities**

##### **9.2.1 South America Location Awareness Service Market Outlook by Type**

##### **9.2.2 South America Location Awareness Service Market Outlook by Application**

#### **9.3 South America Location Awareness Service Market Outlook by Country**

##### **9.3.1 Brazil Location Awareness Service Market Outlook, 2021- 2032**

##### **9.3.2 Argentina Location Awareness Service Market Outlook, 2021- 2032**

##### **9.3.3 Rest of South and Central America Location Awareness Service Market Outlook, 2021- 2032**

## **10. MIDDLE EAST AND AFRICA LOCATION AWARENESS SERVICE MARKET SIZE OUTLOOK**

### **10.1 Key Market Statistics, 2024**

#### **10.2 Middle East and Africa Location Awareness Service Market Trends and Growth Opportunities**

##### **10.2.1 Middle East and Africa Location Awareness Service Market Outlook by Type**

##### **10.2.2 Middle East and Africa Location Awareness Service Market Outlook by Application**

## **10.3 Middle East and Africa Location Awareness Service Market Outlook by Country**

**10.3.1 Saudi Arabia Location Awareness Service Market Outlook, 2021- 2032**

**10.3.2 The UAE Location Awareness Service Market Outlook, 2021- 2032**

**10.3.3 Rest of Middle East Location Awareness Service Market Outlook, 2021- 2032**

**10.3.4 South Africa Location Awareness Service Market Outlook, 2021- 2032**

**10.3.5 Egypt Location Awareness Service Market Outlook, 2021- 2032**

**10.3.6 Rest of Africa Location Awareness Service Market Outlook, 2021- 2032**

## **11. COMPANY PROFILES**

### **11.1 Leading 10 Companies**

**AiRISTA Flow**

**Apple**

**Aruba Networks**

**CenTrak**

**Cisco**

**Ericsson**

**Esri**

**Foursquare**

**GE Healthcare**

**Google**

**HERE**

**IBM**

**Microsoft**

**Navigine**

**Oracle**

**Qualcomm**

**Quuppa**

**SAS Institute**

**STANLEY Healthcare**

**Teldio**

**TomTom**

**Ubisense**

**11.2 Overview**

**11.3 Products and Services**

**11.4 SWOT Profile**

## **12. APPENDIX**

### **12.1 Subscription Options**

### **12.2 Customization Options**

### **12.3 Publisher Details**

## I would like to order

Product name: Location Awareness Service Market Size, Share, and Outlook, 2025 Report- By Type (Real-time Locating, Fuzzy Locating), By Application (Tracking and Navigation, Marketing and Advertising, Location-based Social Networks, Location-based Health Monitoring, Others), By Location (Real-time Locating, Fuzzy Locating), By Service (Deployment and Integration, Application Support and Maintenance, Consulting and Training), By End-User (Transportation and Logistics, Retail, Government, Tourism and Hospitality, Manufacturing, Healthcare and Life Sciences, Media and Entertainment, Others), 2018-2032

Product link: <https://marketpublishers.com/r/L51F8811E5DCEN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L51F8811E5DCEN.html>