

Utility Locator Market Size, Share, and Outlook, 2025 Report- By Target (Metallic, Non-Metallic), By End-User (Oil & Gas, Electricity, Transportation, Water & Sewage, Telecommunications, Others), By Technique (Electromagnetic Field, Ground Penetrating Radar (GPR), Others), By Offering (Equipment, Services), 2018-2032

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Abstracts

Utility Locator Market Outlook

The Utility Locator Market size is expected to register a growth rate of 6.4% during the forecast period from \$944.07 Million in 2025 to \$1457.5 Million in 2032. The Utility Locator 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 Utility Locator segments across 22 countries from 2021 to 2032. Key segments in the report include By Target (Metallic, Non-Metallic), By End-User (Oil & Gas, Electricity, Transportation, Water & Sewage, Telecommunications, Others), By Technique (Electromagnetic Field, Ground Penetrating Radar (GPR), Others), By Offering (Equipment, Services). Over 70 tables and charts showcase findings from our latest survey report on Utility Locator markets.

Utility Locator Market Insights, 2025

The utility locator market is expanding as infrastructure development and smart city initiatives drive the demand for advanced underground utility detection technologies.

Companies such as Radiodetection, Vivax-Metrotech, and Leica Geosystems are developing cutting-edge electromagnetic, ground-penetrating radar (GPR), and acoustic-based systems that enable precise detection of buried utilities such as gas pipelines, electrical cables, and water lines. The integration of AI and GPS technology is enhancing accuracy and enabling real-time mapping of underground infrastructure, reducing the risk of costly excavation damages. As regulatory mandates for safe digging practices become stricter, construction and utility companies are increasingly investing in advanced utility locators to comply with safety standards and improve project efficiency. The growth of 5G networks and fiber-optic deployments is also fueling demand for utility locating services to prevent accidental disruptions in telecommunications infrastructure.

Five Trends that will define global Utility Locator market in 2025 and Beyond

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

What are the biggest opportunities for growth in the Utility Locator industry?

The Utility Locator 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.

Utility Locator Market Segment Insights

The Utility Locator industry presents strong offers across categories. The analytical report offers forecasts of Utility Locator industry performance across segments and countries. Key segments in the industry include%li%By Target (Metallic, Non-Metallic), By End-User (Oil & Gas, Electricity, Transportation, Water & Sewage, Telecommunications, Others), By Technique (Electromagnetic Field, Ground

Penetrating Radar (GPR), Others), By Offering (Equipment, Services). 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, Utility Locator 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 Utility Locator industry ecosystem. It assists decision-makers in evaluating global Utility Locator market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

The US Utility Locator market Insights%li%Vendors are exploring new opportunities within the US Utility Locator industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Utility Locator 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 Utility Locator market.

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

Competitive Landscape%li%How Utility Locator 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 3M, Guideline Geo, Leica Geosystem, multiVIEW, Radiodetection, Ridge Tool Company, Sensors & Software, THE CHARLES MACHINE WORKS, USIC, Vivax-Metrotech.

Utility Locator Market Segmentation

By Target

Metallic

Non-Metallic

By End-User

Oil & Gas

Electricity

Transportation

Water & Sewage

Telecommunications

Others

By Technique

Electromagnetic Field

Ground Penetrating Radar (GPR)

Others

By Offering

Equipment

Services

Leading Companies

3M

Guideline Geo

Leica Geosystem

multiVIEW

Radiodetection

Ridge Tool Company

Sensors & Software

THE CHARLES MACHINE WORKS

USIC

Vivax-Metrotech

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

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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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By Target

Metallic

Non-Metallic

By End-User

Oil & Gas

Electricity

Transportation

Water & Sewage

Telecommunications

Others

By Technique

Electromagnetic Field

Ground Penetrating Radar (GPR)

Others

By Offering

Equipment

Services

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3M

Guideline Geo

Leica Geosystem

multiVIEW

Radiodetection

Ridge Tool Company

Sensors & Software

THE CHARLES MACHINE WORKS

USIC

Vivax-Metrotech

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