

# LBS in US 2016 Market Expected to Grow at CAGR 30.03% and Forecast to 2020

*WiseGuyReports.Com Publish a New Market Research Report On – “LBS in US 2016 Market Expected to Grow at CAGR 30.03% and Forecast to 2020”.*

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The analysts forecast the [LBS market in the US](#) to grow at a CAGR of 30.03% during the period 2016-2020.

LBS use the location of a mobile device to provide the required information through a mobile network. GPS deliver location information worldwide for outdoor environments. However, it does not provide such information for indoor environments.

Technologies such as wireless fidelity (Wi-Fi), wireless local area network (WLAN) modems, radio frequency identification (RFID) tags, ultrasound, infrared, and Bluetooth low energy (BLE) provide content information for indoor environments.

Location-enabled mobile devices include smartphones, tablets, and devices fitted in vehicles. The location of such devices is determined by localization, which considers the user's browsing activities related to navigation, lifestyle, shopping, social networking, public transportation, utilities, and games. LBS provide information about ongoing local events, shopping, and entertainment. They have emerged as an essential component of marketing strategies and monitoring systems.

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Covered in this report sent scenario and the growth prospects of the location-based services (LBS) market in the US for 2015-2020.

The market is divided into the following segments based on end-users:

- Individual consumers
- Government organizations
- SMEs and large enterprises



The report, LBS Market in US 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

#### Key vendors

- Apple
- Foursquare
- HERE
- Micello
- Telenav

#### Other prominent vendors

- Aisle411
- Google
- IndoorAtlas
- Intel
- MazeMap
- Navizon
- Near (AdNear)
- Polaris Wireless
- Scanbuy
- Sensewhere
- Shopkick
- Spirent Communications
- Sprint
- TeleCommunication Systems
- Telenity
- TomTom
- Verve Wireless
- Waze
- xAd
- Yelp
- Zebra

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#### Market driver

- High adoption of smartphone devices
- For a full, detailed list, view our report

#### Market challenge

- Security and privacy concern
- For a full, detailed list, view our report

#### Market trend

- LBS using LED fixtures
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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