

# Location-based Search and Advertising 2017 Global Market Expected to Grow at CAGR 45.95% and Forecast to 2020

*The analysts forecast the global location-based search and advertising market to grow at a CAGR of 45.95% during the period 2016-2020.*

PUNE, INDIA, May 24, 2017 /EINPresswire.com/

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WiseGuyReports.Com Publish a New Market Research Report On - "Location-based Search and Advertising 2017 Global Market Expected to Grow at CAGR 45.95% and Forecast to 2020".

[Location-based search and advertising enable](#) users to integrate mobile advertising with mobile technologies such as location-based services. The location-based search and advertising market is likely to grow significantly in the mobile advertising industry.

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Covered in this report

The report covers the present scenario and the growth prospects of the global location-based search and advertising market for 2016-2020. To calculate the market size, the report considers the revenue generated from the annual sales of advertisements by fast moving consumer goods (FMCG) companies, automobile companies, educational institutions, sports industry, and local restaurants and food joints.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Location-Based Search and Advertising Market 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

- AdMoove (HiMedia)
- Foursquare
- Groupon
- Near
- xAD

#### Other prominent vendors

- Adfalcon (Noquoush)
- Aislelabs
- Appello Systems
- Badoo, bfonics
- BLIP Systems A/S
- Burpple
- COUPIES
- Facebook
- Gimble
- Hungry Go Where (SingTel)
- Intersec
- Jatis Mobile
- Komli Mobile
- Millennial Media (Verizon)
- Madvertise media (Mobile Network Group)
- Nexage (Verizon)
- NeoMedia
- Ping Mobile
- Polaris Wireless
- Proxama, Scanbuy
- Shopkick (SK Planet)
- ShowNearby (Honeybay)
- Social Retail
- Sprooki
- Thinknear (TeleNav)
- Thumbvista
- Verve Wireless
- Vouchercloud (Vodafone)
- Waze (Google)
- Weve (O2)
- Wimdu
- Yoose

#### Market driver

- Reduced cost of marketing and enhanced consumer outreach
- For a full, detailed list, view our report

#### Market challenge

- Lack of awareness
- For a full, detailed list, view our report

#### Market trend

- Integration of location-based search with social networking websites
- 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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