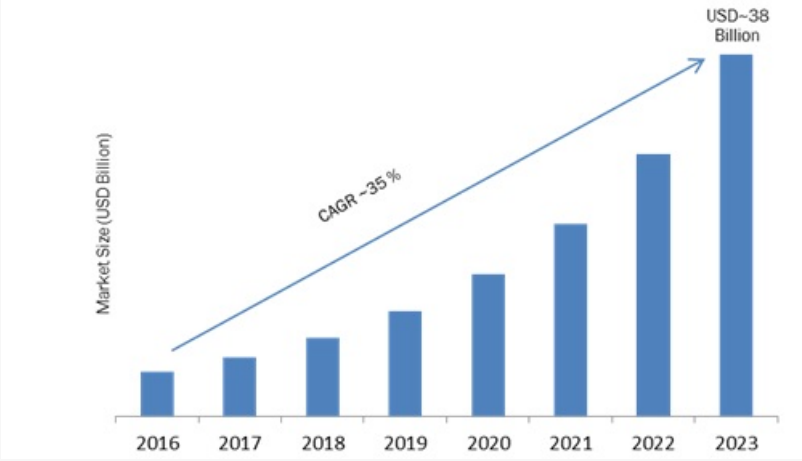
Global Location of Things Market is Projected to Increase by 35% of CAGR by 2023

Location of Things Market By Location Type (Indoor, Outdoor) Application (IoT Asset Management)Vertical (Retail, Healthcare) Forecast 2023



Global Location of Things Market

PUNE, MAHARASHTRA, INDIA, July 27, 2017 /EINPresswire.com/ -- Market Highlights
Location of things is a sub category of internet of things. Location is an important component of IoT which allows the objects to comprehend and communicate their physical positions. Location data is an important component which proves to be an input for data analysis. Location of things is already finding a host of applications ranging from mapping and navigation, IoT asset management, location based customer engagement and advertising platform, and IoT location intelligence to location based social media monitoring.
Among them, the segment of mapping and navigation contributes the most to the location of things market. Mapping and navigation technology is used to examine the data or the image generated. The integration of geographic information system (GIS) and interactive mapping technology offer comprehensive solutions for facilities and workforce management.
The global IoT gateways market is expected to grow at approx. USD 38 Billion by 2023, at 35% of CAGR between 2017 and 2023.

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Location of things Market Segmentation
Study Objectives of IoT Gateways Market:
• To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the location of things market.
• To provide insights about factors affecting the market growth.
• To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
• To provide country level analysis of the market with respect to the current market size and future perspective.
• To provide country level analysis of the market for segmentation on the basis of location type, application and vertical.
• To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for location of things market.
• To track and analyze competitive developments such as joint ventures, strategic alliances, mergers

and acquisitions, new product developments, and research and developments in the location of things market.

The prominent players in the location of things market are –
• Bosch Software Innovations Gmbh (Germany)
• ESRI (U.S.)
• Qualcomm Technologies, Inc. (U.S.)
• Wireless Logic (U.K.)
• Ubisense Group Plc. (U.K.)
• Google, Inc. (U.S.)
• IBM Corporation (U.S.)
• Microsoft Corporation (U.S.)
• Pitney Bowes (U.S.)
• HERE (U.S.)

Market Research Analysis:
The regional analysis of location of things market is being studied for regions such as Asia Pacific, North America, Europe and Rest of the World. It has been observed that, North America region has the highest market share in the location of things market. Technological advancements, robust internet infrastructure, widespread adoption of new technology, and presence of a strong domestic solution providers have contributed to the growth of the market in this region.
The market in Asia-Pacific is expected to exhibit a significant growth during the forecast period. Large population, technological advancements, and affluent countries, such as, South Korea, Singapore, and Hong Kong are the major factors for the growth of the location of things market in this region.

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Segments:
Location of things market can be segmented on the basis of following:
By Location type:
• Indoor
• Outdoor
By Application:
• Mapping and Navigation
• IoT Asset Management
• Location Based Social Media Monitoring
• IoT Location Intelligence
• Location Based Customer Engagement and Advertising Platform
By Vertical:
• Defense
• Transport and Logistics
• Industrial Manufacturing
• Healthcare and Life sciences
• Government and Public Utilities
• Retail
• Media and Entertainment
• Others

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