

Location-Based Services (LBS) and Real-Time Location Systems (RTLS) market Projected to grow at CAGR of +40% by 2022

Location-Based Services (LBS) and Real Time Location Systems (RTLS) Market by Location, Technology, Software, Hardware and Application - Global Forecast to 2022

PUNE, MAHARASHTRA, INDIA, April 19, 2018 /EINPresswire.com/ -- Location-based services (LBS) is a location based software which requires the real location of the mobile device and through this the user can easily get information about different locations for instance, the nearest hospital, bank or ATM. Real time location systems (RTLS) helps in

detecting the current geographical location of an object. RTLS and LBS are widely applicable in BFSI, defense, government and public utilities, healthcare and life sciences, industrial manufacturing, media and entertainment, retail and e-commerce, transportation and logistics, and others. Higher adoption of business intelligence and increasing market competitiveness may act as the major driver in the growth of location-based services (LBS) and real time location systems (RTLS) market.



The [global Location-Based Services \(LBS\) and Real-Time Location Systems \(RTLS\)](https://www.itintelligencemarkets.com/request_sample.php?id=601) market is expected to grow at a Compound Annual Growth Rate (CAGR) of +40% During Forecast Period

Real-time location systems and location-based services are an interconnected pair of technologies that is becoming increasingly popular due to the growing use of smartphones, the increasing refinement with which a smartphone user's location can be tracked, and the rising commercial importance of the geo-data gained from smartphone use.

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Top Companies Profiled in this Report includes, Cisco systems (U.S.), Google Inc. (U.S.), IBM Corp. (U.S.), Microsoft Corp. (U.S.), Oracle Corp. (U.S.), Qualcomm (U.S.), ESRI (U.S.), Zebra Technologies (U.S.), Ericsson (Sweden.), Teldio (U.S.)

Location-Based Services (LBS) and Real Time Location Systems (RTLS) market research is an intelligence report with meticulous efforts undertaken to study the right and valuable information. The data which has been looked upon is done considering both, the existing top players and the upcoming competitors. Business strategies of the key players and the new entering market industries are studied in detail. Well explained SWOT analysis, revenue share and contact information are shared in

this report analysis.

The Location-Based Services (LBS) and Real-Time Location Systems (RTLS) market has grown considerably over the past few years and is expected to grow further with increasing portable Personal Digital Assistant (PDA)-based ecommerce. The major areas of opportunities for these systems include navigation, local search, enterprise services, mobile advertisements via LBS, location-specific health information, tourism, consumer tracking, and other location-based Business Intelligence (BI). Increasing customer awareness and supportive government initiatives, especially, in developing regions, such as Asia-Pacific (APAC) and the Rest of the World (RoW) have also poised the growth of the LBS and RTLS technologies. Government initiatives are playing a vital role in supporting the growth, increasing the consumer adoption, and motivating the vendors & startups to venture into this fast growing market.

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Various factors are responsible behind the market's growth trail, which are studied at length in the report. In addition, the report lists down the restraints that are posing threat to the Global Location-Based Services (LBS) and Real Time Location Systems (RTLS) market. It also gauges the bargaining power of suppliers and buyers, threat to the new entrants and product substitute, and the degree of competition prevailing in the market. The influence of the latest government guidelines is also analyzed in detail in the report. It studies the market's trajectory between forecast periods.

The report is presented in a clear and concise manner so that readers can understand the market structure and dynamics effectively. Recent trends and developments in the global Location-Based Services (LBS) and Real Time Location Systems (RTLS) market have been analyzed. Opportunities leading to the growth of the market have been analyzed and stated. The report focuses on the global market, and answers some of the most critical questions stakeholders are currently facing across the globe. Information about the size of the market (by the end of the forecast year), companies that are most likely to scale up their competitive abilities, leading segments, and challenges impeding the growth of the market are given.

Report Covers Basic information like;

- Location-Based Services (LBS) and Real Time Location Systems (RTLS) market overview and market analysis with its applications in the industry and information on drivers and restraints.
- Identification of factors responsible for changing the market scenario, rising prospective opportunities and identification of key companies that can influence the market on a global and regional scale.
- Extensively researched competitive landscape with profiles of major companies along with their market share.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

For More Information: https://www.itintelligencemarkets.com/enquiry_before_buying.php?id=601

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