



# LBS (Location-based services) Market 2019 Industry Analysis, Growth, Size, Share, Trends, Forecast To 2024

*Wiseguyreports.Com Adds "LBS -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2024" To Its Research Database*

PUNE, MAHARASHTRA, INDIA, August 29, 2019 /EINPresswire.com/ -- [LBS Industry](#)

## Description

Location-based services (LBS) use real-time geo-data from a mobile device or smartphone to provide information, entertainment or security. Some services allow consumers to "check in" at restaurants, coffee shops, stores, concerts, and other places or events. Often, businesses offer a reward — prizes, coupons or discounts — to people who check in. Google Maps, Foursquare, GetGlue, Yelp and Facebook Places are among the more popular services.

Location-based services use a smartphone's GPS technology to track a person's location, if that person has opted-in to allow the service to do that. After a smartphone user opts-in, the service can identify his or her location down to a street address without the need for manual data entry.

At the start, the report mentions a forecast and comprehensive analysis of the LBS market on a global as well as regional level. The report provides complete data from 2019 to 2025 based on the income generation, and current, historical, and forecasted growth in the market in terms of market value and volume. Furthermore, the report covers the significant changes happening in the market characteristics over the assessment period.

This report focuses on the global LBS status, future forecast, growth opportunity, key market and key players. The study objectives are to present the LBS development in United States, Europe and China.

The key players covered in this study

Alibaba Group  
Apple  
Foursquare  
Google  
HERE  
Aisle411  
Baidu  
Dianping  
Etisalat  
Facebook  
Intel  
MazeMap  
Micello  
MTN Group

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Market segment by Type, the product can be split into

RTLS  
GPS/AGPS  
RFID  
UWB  
Wi-Fi

Market segment by Application, split into

Location-based navigation  
Location-based search and advertising  
Location-based infotainment  
Location-based tracking  
Analytics  
Location-based games and augmented reality  
Others

### Regional Analysis

The evaluation and forecast of the LBS market have been reviewed on a regional and global basis. Based on the region, the market is examined in North America, Europe, the Middle East, and Africa (MEA), Asia Pacific (APAC), and Latin America (LATAM).

### Research Methodology

The LBS market report has been documented with the help of many primary (interviews, observations, surveys) and secondary (industrial databases, journals) sources to identify and gather appropriate data for this comprehensive market-oriented, commercial, and technical assessment. Porter's Five Force Model has been utilized to ascertain the market evaluation accurately and to determine the several strengths, weaknesses, opportunities, and threats (SWOT analysis), and multiple qualitative and quantitative analysis related with the market.

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