



## •The Increasing Popularity of Cloud-Based Big Data Analytics

### Market Drivers

- Increasing Competitiveness and Higher Adoption of BI Solutions
- Higher Adoption of LBS and RTLS for Various Industry Applications
- The rise in the Use of Location-Based Mobile Advertising
- Increasing Use of Social Media Marketing
- The proliferation of Location-Based Apps among Consumers

### Opportunities

- Evolution of IoT
- Increasing Demand for Wearable Devices
- Support from Government for Encouraging the Use of RTLS and LBS Technologies
- New Opportunities in the Industrial Manufacturing Sector

### Restraints

- High Costs of RTLS
- Legal and Privacy Concerns

### Challenges

- Privacy and Security Concerns
- Connectivity and Data Integration Issues
- Lack of Skilled Professionals
- Stringent Government Rules and Regulations
- Lack of Awareness, Expertise, and Other Operational Challenges
- Mobile App Data Privacy Concerns

The Global Location Based Services is segmented by following Product Types:

Application (Location-based Advertising, Business Intelligence & Analytics, Social Networking & Entertainment, Mapping & Navigation, Local Search & Information, Others {Disaster Management, and Emergency Support}), Technology (Assisted GPS {A-GPS}, GPS, Enhanced GPS {E-GPS}, Enhanced Observed Time Difference {E-OTD}, Observed Time Difference {OTD}, Cell ID, Wi-Fi, Others {Bluetooth, Enhanced cell ID, and Geofencing}), Location Type (Outdoor, Indoor), Component (Hardware, Software, Services), End User (Transportation, Media & Entertainment, Retail, Healthcare, Government & Defense, Others {Education, BFSI, and Oil & Gas})

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

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Strategic Points Covered in Table of Content of Global Location Based Services Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Global Location Based Services market

Chapter 2: Exclusive Summary – the basic information of the Global Location Based Services Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Global Location Based Services

Chapter 4: Presenting the Global Location Based Services Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region 2013-2018

Chapter 6: Evaluating the leading manufacturers of the Global Location Based Services market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue

share and sales by key countries in these various regions.

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Global Location Based Services Market is a valuable source of guidance for individuals and companies.

### Data Sources & Methodology

The primary sources involves the industry experts from the Global Location Based Services Market including the management organizations, processing organizations, analytics service providers of the industry's value chain. All primary sources were interviewed to gather and authenticate qualitative & quantitative information and determine the future prospects.

In the extensive primary research process undertaken for this study, the primary sources – Postal Surveys, telephone, Online & Face-to-Face Survey were considered to obtain and verify both qualitative and quantitative aspects of this research study. When it comes to secondary sources Company's Annual reports, press Releases, Websites, Investor Presentation, Conference Call transcripts, Webinar, Journals, Regulators, National Customs and Industry Associations were given primary weight-age.

Get More Information: <https://www.advancemarketanalytics.com/reports/25195-global-location-based-services-market>

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### About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provides reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enable clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

Nidhi Bhawsar

AMA Research & Media

+ 1 (206) 317 1218

[email us here](#)

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