Location Analytics Market to Hits USD 43.57 Billion in 2028 by Share, Growth and Top Players Analysis

Increasing application of spatial data and analytics and rising use of social networks for customer engagement are some key factors driving global market

VANCOUVER, BC, CANADA, November 8, 2022 /EINPresswire.com/ -- The global location analytics market size reached USD 14.05 Billion in 2020 and is expected to register a CAGR of 15.3% during the forecast period, according to latest analysis by Emergen Research. Global location analytics market

Emergen Research Logo

revenue growth is expected to be driven significantly by increasing application of spatial data and analytics across various industries. Increasing use of social networks for customer engagement is also expected to act as a catalyst for revenue growth of the global location analytics market going ahead. Rising demand for geographical predictive analytics is expected to

further boost revenue growth of the global location analytics market revenue in the near future.

Increasing application of spatial data and analytics and rising use of social networks for customer engagement are some key factors driving global location analytics market growth

However, concerns regarding regulations and data privacy of location analytics solutions are expected to hamper growth of the global location analytics market to a certain extent over the forecast period.

> Location Analytics Market Size – USD 14.05 Billion in 2020, Market Growth – at a CAGR of 15.3%, Market Trends – Increasing demand for geographical predictive analytics
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>
> *Emergen Research*

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The report discusses in detail the growth opportunities, challenges, market drivers and restraints, limitations, threats, and demands of the Location Analytics market. The study further assesses the regional market as well as the international market to garner an insight into the scope of the market. The report also offers estimations and predictions about the market segment and sub-segments exhibiting promising growth in the forecast timeline. The report also provides deeper insights into the technological advancements, industrial landscape, and emerging product and technological developments in the Location Analytics market. It offers fruitful insights into the business sphere to help businesses capitalize on the lucrative growth opportunities.

Some Key Highlights from the Report

Solution segment revenue is expected to expand at a significant CAGR during the forecast period. Rising adoption of location analytics solutions among end-users is expected to boost revenue growth of this segment going ahead.

The indoor segment is expected to lead in terms of revenue over the forecast period due to increasing use of smartphones with technologically advanced location-based services.

The sales & marketing optimization segment is expected to lead in terms of revenue over the forecast period due to increasing use of location analytics to optimize marketing and sales by executing different marketing and advertisement activities based on location data.

The transportation and logistics segment is expected to lead in terms of revenue over the forecast period due to implementation of location analytics in the transportation and logistics industry for simplifying supply chain operations and decreasing operational uncertainty by effective decision-making.

Factors such as increasing industry requirements for location-based solutions and rising funding and support from governments in countries in North America is expected to drive growth of the market in the region during the forecast period.

The report, additionally, offers a comprehensive SWOT analysis and Porter's Five Forces analysis to offer a better understanding of the competitive landscape of the industry. It also covers strategies adopted by prominent players such as mergers and acquisitions, collaborations, joint ventures, product launches, and brand promotions, among others. The report aims to offer the readers a holistic understanding of the relevant features of the industry.

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Key Players Profiled in the Report are:

Key players in the market include Google LLC, Esri Global Inc., Precise.ly Inc., TomTom N.V., Zebra Technologies Corporation, Alteryx, Inc., Sparkgeo Consulting Inc., PlaceIQ, Inc., Geoblink SL, and Galigeo

Furthermore, the report provides a comprehensive overview of the Location Analytics Market along with product portfolio and market performance. The report offers key insights into market share, supply chain analysis, demand and supply ratio, import/export details, and product and consumption patterns. To gain a better understanding, the report is further segmented into sections such as product types offered by the market, application spectrum, companies, and key geographical regions where the market has established its presence.

To know more about the report, visit @ https://www.emergenresearch.com/industry-report/location-analytics-market

Analysis of the segments and their growth projection is carried out by extensive historical and current analysis of the market scenario. Further, the report offers details about the factors and features of the Location Analytics Market expected to boost the growth of the industry in the coming years.

Location Analytics Market Segmentation by Type

Component Outlook (Revenue, USD Billion; 2018–2028)

Services

Solution

Location Outlook (Revenue, USD Billion; 2018–2028)
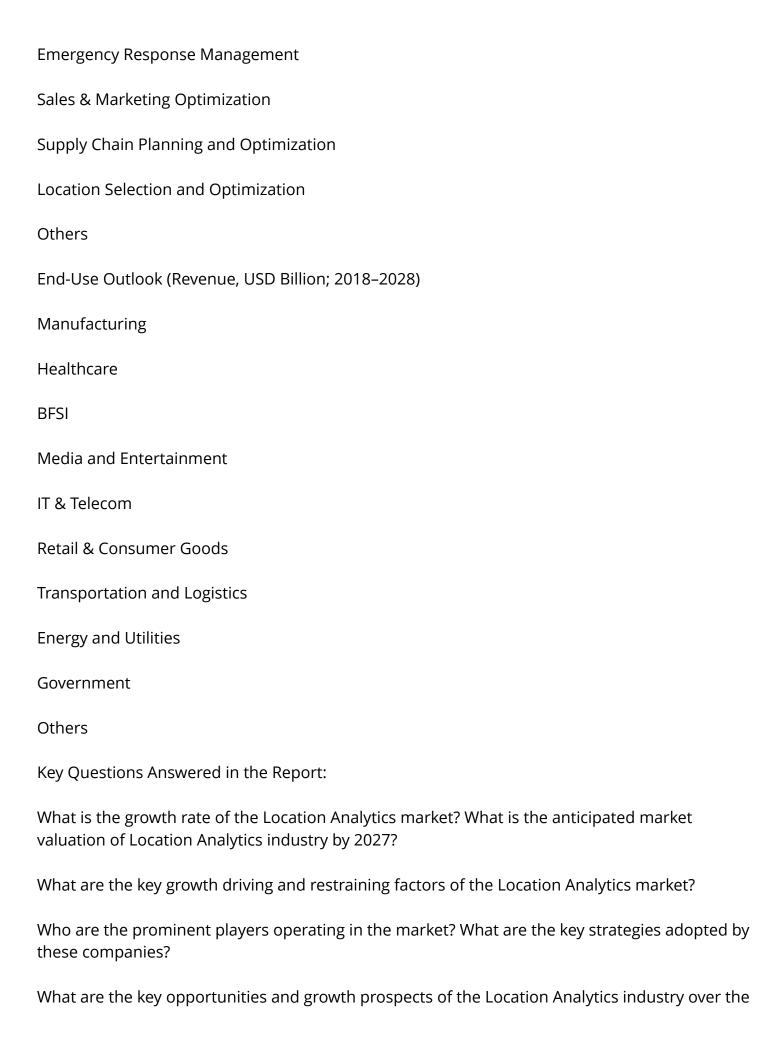
Indoor

Outdoor

Location Analytics Market Segmentation by Application

Application Outlook (Revenue, USD Billion; 2018–2028)

Customer Experience Management

Risk Management

Remote Monitoring

Emergency Response Management

Sales & Marketing Optimization

Supply Chain Planning and Optimization

Location Selection and Optimization

Others

End-Use Outlook (Revenue, USD Billion; 2018–2028)

Manufacturing

Healthcare

BFSI

Media and Entertainment

IT & Telecom

Retail & Consumer Goods

Transportation and Logistics

Energy and Utilities

Government

Others

Key Questions Answered in the Report:

What is the growth rate of the Location Analytics market? What is the anticipated market valuation of Location Analytics industry by 2027?

What are the key growth driving and restraining factors of the Location Analytics market?

Who are the prominent players operating in the market? What are the key strategies adopted by these companies?

What are the key opportunities and growth prospects of the Location Analytics industry over the

forecast period?

Which region is expected to show significant growth in the coming years?

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