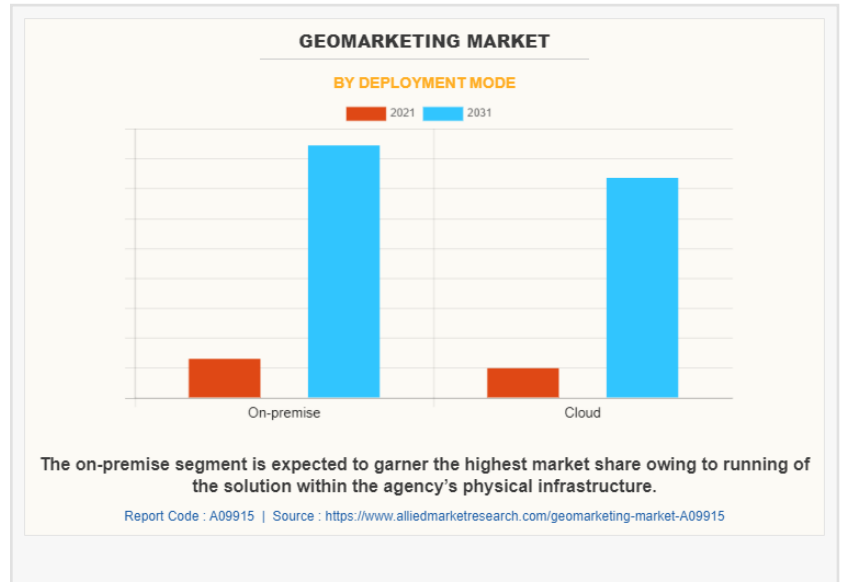


Geomarketing Market Factors that Can Increase Demand is Projected to Reach \$78.9 Billion by 2031 | CAGR of 21.5%

WILMINGTON, DE, UNITED STATES, December 4, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Geomarketing Market](#), by Offering (Software, Service), by Deployment Mode (On-premise, Cloud), by Location Type (Indoor, Outdoor), by Enterprise Size (Large Enterprises, SMEs), by Industry Vertical (BFSI, IT and Telecom, Retail and ECommerce, Travel and Hospitality, Construction and Real-Estate, Automotive and Transportation, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031"



The geomarketing market size was valued at \$11.4 billion in 2021, and is estimated to reach \$78.9 billion by 2031, growing at a CAGR of 21.5% from 2022 to 2031.

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Geomarketing involves delivering the right message to the right person in the right location. This marketing concept uses location data to deliver its messages to the most relevant audience at the right time. The key to geomarketing is the use of targeting and segmentation. In this case, marketers are segmenting by geographic location and then targeting consumers inside of that boundary.

Furthermore, growing investment in digital marketing compared to conventional marketing and increasing demand for location-based intelligence are boosting the growth of the global geomarketing market. In addition, enhance customer targeting with the help of AI, Location analytics, and big data positively impacts the growth of the market. However, legal concerns & data privacy threats and lack of skilled operators are hampering the market growth. On the contrary, high demand for mobile computing and trading social media is expected to offer

remunerative opportunities for expansion of the market during the forecast period.

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Competitive Analysis:

The competitive environment of [Geomarketing Industry](#) is further examined in the report. It includes details about the key players in the market's strengths, product portfolio, Geomarketing Market share and size analysis, operational results, and market positioning. It comprises the actions taken by the players to grow and expand their presence through agreements and entering new business sectors. Mergers and acquisitions, joint ventures, and product launches are some of the other techniques used by players.

Key Players:

Adobe, Cisco Systems, Inc.
CleverTap
ESRI
Galigeo
Google LLC.
HYP3R, Inc.
IBM
Microsoft
Oracle
PlotProjects
Qualcomm Technologies, Inc.
Saksoft
Salesforce, Inc.
Software AG
Telefonaktiebolaget LM Ericsson
Xtremepush and Many More

Region wise, the geomarketing market forecast was dominated by North America in 2021 and is expected to retain its position during the forecast period, owing to the growing adoption of location-based services in various sectors such as retailing, manufacturing in North America region. However, Asia-Pacific is expected to witness significant growth during the forecast period, owing to adoption of advanced technologies and continued innovations in the location-based services play a vital role in driving the growth of the market in this region.

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The outbreak of COVID-19 has led to the large-scale transfer of sales from physical stores to digital stores, leading to large scale data usage by consumers of various sectors. Organizations are keeping up with their technology enhancement and investment to engage customer in times

of panic buying and stay at home guidelines at global level. Organizations have succeeded in keeping productivity declines at minimal, with businesses providing all the essential infrastructure and technology support to their customers by adopting advertising and marketing strategies through digital media. Such factors have led to organizations adopting more geomarketing solutions leading to growth of the Geomarketing Industry.

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