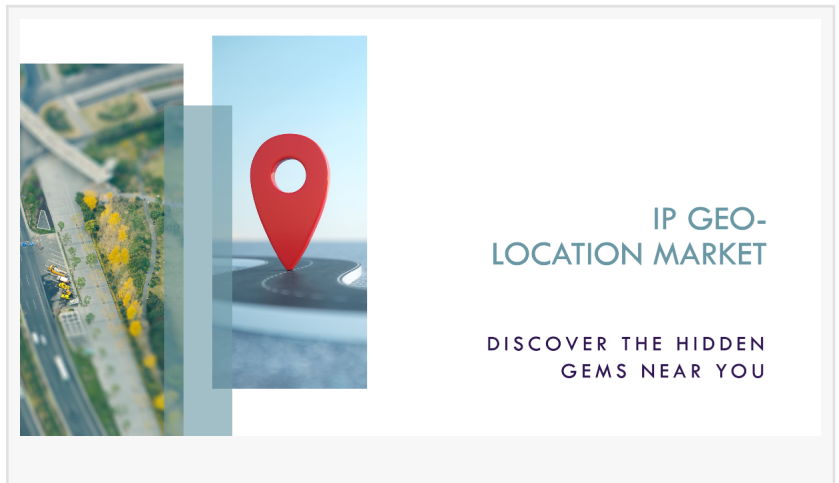


# IP Geo-Location Market Poised for Rapid Expansion to \$7.23 Billion by 2034

*Deployment of Machine Learning Algorithms by IP Geo-Location Providers Offering Intricate Regional Insights for Targeted Marketing*

ROCKVILLE, MARYLAND, UNITED STATES, July 9, 2024 /

EINPresswire.com/ -- According to a recently updated industry report released by Fact.MR, the global [IP geo-location market](#) is set to reach a size of US\$ 2.74 billion in 2024 and further expand at a CAGR of 10.2% from 2024 to 2034.



Significant surge in smartphone adoption and data usage is driving the demand for IP geolocation services, thereby expanding the IP geolocation market. This demand is amplified by technological advancements and the proliferation of smartphone applications. For instance, tech giants like Facebook utilize IP geolocation to ensure user compliance with geographical boundaries.

IP geolocation service providers employ ML algorithms to pinpoint internet users accurately, enabling detailed analyses for tailored marketing strategies based on regional buying patterns. Moreover, these algorithms enhance security measures, ensuring a secure online environment. Several companies are focusing on robust online presence and user interface integration by utilizing IP geo-location APIs to identify business opportunities, assess risks, and analyze regional buying patterns.

For More Insights into the Market, Request a Sample of this Report:

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Key Takeaways from Market Study:

The market for IP geo-location solutions is forecasted to climb to US\$ 7.23 billion by the end of 2034. The market in the United States is poised to reach a value of US\$ 749.4 million in

2024.China is set to occupy a market share of 48.9% in East Asia in 2024.

Revenue in the IP geo-location market in Japan is estimated to reach US\$ 174.2 million in 2024.The market in North America is forecasted to expand at a CAGR of 9.3% through 2034.IP geo-location software and tools account for around two-thirds share of worldwide revenue.

“Advancements such as improved location algorithms, IoT integration, and enhanced privacy mechanisms to address regulatory concerns are contributing to the growth of the IP geo-location market growth,” says a Fact.MR analyst.

### Focus on Customized Software Solutions to Meet Specific Business Requirements and Workflows

Software solutions in the IP geolocation market typically offer APIs (application programming interfaces) and SDKs (software development kits) that enable seamless integration with existing software systems and applications. This integration capability enables manufacturers to effectively incorporate geolocation data into their workflows and services. These software solutions are customized to align with specific workflows and business requirements. Customers highly value tailored features, user interfaces, and integrations because they enhance productivity and usability. Scalability is another key advantage of software solutions, allowing users to expand their usage as their business scales. Unlike hardware-based alternatives, software solutions excel in handling large datasets, integrating new functionalities, and accommodating increased user volumes.

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### Privacy Issues and Inaccuracy Problems with VPNs, Proxies, and Dynamic IPs

Geolocation data collection without express authorization or when utilized in an invasive manner gives rise to privacy concerns. Accurate IP geolocation may deteriorate when using proxies, VPNs, or dynamic IP addresses, in particular. Acquiring accurate global geolocation data is difficult due to regional differences in infrastructure quality and data accessibility.

With the usage of VPN services, customers may hide their true IP addresses and assume anonymous IP addresses to hide their true locations. Since many users want privacy, increased competition among VPN services has drove down prices. In premium services, VPNs sometimes use four or five levels of protection, which compromises IP geolocation accuracy by hiding users' actual locations. This tendency is dangerous since it makes it easier to hide one's identity. These are all the elements that are limiting the growth of the IP geolocation industry.

In order to maintain a competitive edge, e-commerce and over-the-top (OTT) platforms personalize content according to local purchasing trends while guaranteeing digital rights

compliance in every nation.

Explore More Studies Published by Fact.MR Research:

[AI and Automation in Banking Market](#) As revealed in the latest study compiled by experienced analysts at Fact.MR, revenue from global AI and automation in banking market is calculated to increase swiftly from US\$ 33.01 billion in 2024 to US\$ 229.55 billion by the end of 2034, at a high-value 21.4% CAGR.

[Vehicle Tracking System Market](#) A revised research study released by Fact.MR places the global vehicle tracking system market at a value of US\$ 27.81 billion in 2024. Sales of vehicle tracking systems are expected to increase to US\$ 96.08 billion by the end of 2034, rising at a noteworthy 13.2% CAGR.

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