

Network and Location Analytics Market Highlights on Future Development, Top Trends and Leading Players Analysis to 2031

WILMINGTON, DE, UNITED STATES, July 18, 2024 /EINPresswire.com/ -- The [network and location analytics market](#) was valued at \$19 billion in 2021, and is estimated to reach \$89.7 billion by 2031, growing at a CAGR of 17% from 2022 to 2031.

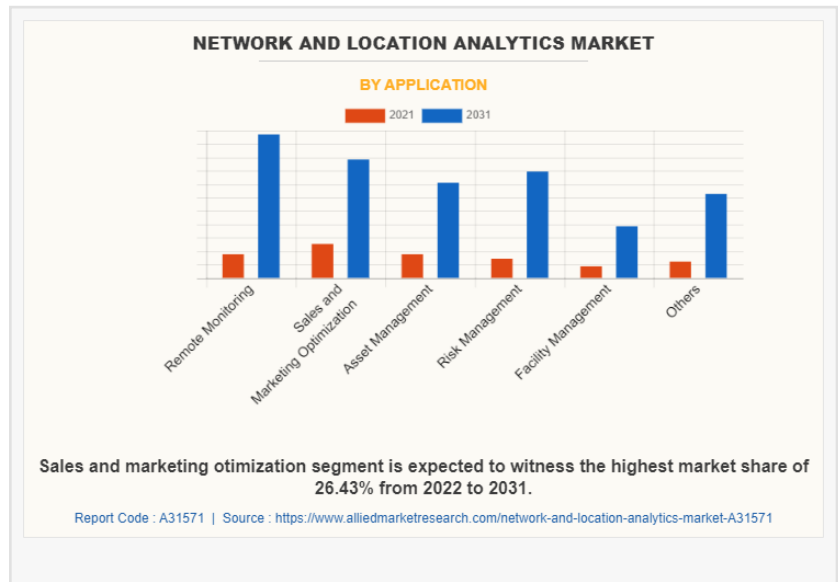
The solution segment is expected to experience fastest growth in the coming years, owing to the growing need across the businesses to see trends on maps and graphics to optimize certain business

opportunities drives the adoption of network and location analytics solutions.

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Network and location analytics are collaborating to identify trends and patterns by analysis of network data and statistics. These also involve a network operation or a set of operations. For example, if a network operator finds a congestion problem in a certain area of the network, traffic can be routed through a different part of the network to meet service performance objectives. Furthermore, vendors are augmenting traditional analytics with automation and artificial intelligence technologies to enable the next generation of highly intelligent networks. This is expected to drive the network and location analytics industry growth.

Moreover, the growth of the global network and location analytics market size is primarily driven by the proliferation of smartphones and upsurge in usage of GPS-enabled devices. In addition, factors such as growing usage of spatial data and analytical tools, increasing adoption of networks, and further, the COVID-19 epidemic increased the use of location-based services, which fueled the market expansion. However, consent and privacy concerns may hamper the market growth to some extent. On the other hand, the emergence of advanced technologies in the field of GIS, and the integration of AI with location analytics is expected to provide lucrative



opportunities for network and location and analytics industry growth during the forecast period.

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The rapid spread of COVID-19, combined with local, state, and federal government encouragement of social distancing, has caused in unprecedented shifts in visit patterns to retail locations. While some business categories have seen visits skyrocket while in others, foot traffic has come to a standstill. This has led to the adoption of network and location analytics solutions by enterprises to analyze consumer behavior and their spending patterns.

The key players profiled in the network and location analytics market analysis are Google LLC., Microsoft Corporation, IBM, Cisco Systems, Inc., Oracle, SAP SE, Hexagon, ALTERYX, INC., ESRI, SAS Institute Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

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