

# Location Analytics Market will reach \$68.2 billion by 2032, growing at a CAGR of 15.6%

*Global Location Analytics market is expected to reach around \$68.2 billion by 2032, growing at a compound annual growth rate (CAGR) of 15.6% from 2024 to 2032*

PUNE, MAHARASHTRA, INDIA,  
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-- The [Location Analytics Market](#) has witnessed continuous growth in the past few years and is projected to grow at a good pace during the forecast

period of 2024-2030. The exploration provides a 360° view and insights, highlighting major outcomes of Location Analytics industry. These insights help business decision-makers to formulate better business plans and make informed decisions to improve profitability.

Additionally, the study helps venture or emerging players in understanding the businesses to

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HTF Market Intelligence Consulting is uniquely positioned to empower and inspire with research and consulting services to enable businesses with growth strategies, by offering services.”

*Nidhi Bhawsar*



Location Analytics Market 2024

make well-informed decisions. Some of the major and emerging players within the market are Autodesk, Inc. (United States), Bosch Software Innovations GmbH (Germany), ESRI (United States), Foursquare (United States), HERE Technologies (Netherlands), IBM Corporation (United States), LocationIQ (United States), Microsoft (United States), Pitney Bowes, Inc. (United States), Comp11 (United States), Qualcomm Technologies, Inc. (United States), Supermap Software Co., Ltd. (China), Tibco Software, Inc. (United States), Trimble, Inc. (United States), Wireless Logic (United Kingdom), Others.

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According to HTF Market Intelligence, the Global Location Analytics market was valued at \$18.5 billion in 2023 and is expected to reach around \$68.2 billion by 2032, growing at a compound

annual growth rate (CAGR) of 15.6% from 2024 to 2032.

The Global Location Analytics Market Breakdown by Application (Workforce Management, Asset Management, Facility Management, Risk Management, Remote Monitoring, Sales & Marketing Optimization, Customer Management, Other) by Component (Software, Service) by Location Type (Indoor, Outdoor) by Deployment Mode (On-Premise, Cloud) by Vertical (Retail & Consumer Goods, Government & Defense, Manufacturing & Industrial, Transportation & Logistics, BFSI, Others) and by Geography (North America, South America, Europe, Asia Pacific, MEA).

#### Definition:

The Location Analytics Market involves utilizing generation wherein the fourth measurement includes an exchange in structure or feature following the 3-D printing of Programmable Material (PM). Essentially, Location Analytics enables the printing of items in three-D, whilst also serving as an important segment within enterprise analytics. It relates to the commercial enterprise intelligence (BI) process employed to extract insights from geographical or location-primarily based enterprise statistics. This helps the integration of three-D information with traditional BI records for groups and businesses throughout sectors. Spatial statistics, amassed from numerous assets like cameras, sensors, cellular gadgets, GPS, and social media platforms, is utilized in location-based analytics to contextualize vicinity-specific facts and generate significant insights. This derived fact allows in making strategic commercial enterprise selections. Location analytics consists of the translation and analysis of statistics together with its location or geographical factor. It involves analyzing both real-time data and historic data.

By end users/application, the market is sub-segmented as: Workforce Management, Asset Management, Facility Management, Risk Management, Remote Monitoring, Sales & Marketing Optimization, Customer Management, Other

Breakdown by type, the market is categorized as: Indoor, Outdoor

Players profiled in the report: Autodesk, Inc. (United States), Bosch Software Innovations GmbH (Germany), ESRI (United States), Foursquare (United States), HERE Technologies (Netherlands), IBM Corporation (United States), LocationIQ (United States), Microsoft (United States), Pitney Bowes, Inc. (United States), Comp11 (United States), Qualcomm Technologies, Inc. (United States), Supermap Software Co., Ltd. (China), Tibco Software, Inc. (United States), Trimble, Inc. (United States), Wireless Logic (United Kingdom), Others

Regional Analysis for Location Analytics Market includes: North America, Europe, Asia-Pacific, South America, Africa, etc

The Global Location Analytics Market study covers ongoing status, % share, upcoming growth patterns, development cycle, SWOT analysis, sales channels & distributions to anticipate trending scenarios for years to come. It aims to recommend an analysis of the market by trend analysis, segment breakdown, and players' contribution in Location Analytics market upliftment. The

market is sized by 5 major regions i.e., North America, Europe, Asia Pacific (includes Asia & Oceania separately), Middle East and Africa (MEA), and Latin America, and further broken down by 18+ jurisdictions or countries like China, the UK, Germany, United States, France, Japan, India, group of Southeast Asian & Nordic countries, etc.

Have different Market Scope & Business Objectives; Enquire for customized study @ [https://www.htfmarketintelligence.com/enquiry-before-buy/global-location-analytics-market?utm\\_source=Ganesh\\_EINnews&utm\\_id=Ganesh](https://www.htfmarketintelligence.com/enquiry-before-buy/global-location-analytics-market?utm_source=Ganesh_EINnews&utm_id=Ganesh)

For Consumer-Centric data, demand-side or survey analysis can be added in the final deliverable as part of customization that would include analysis and consumer behavior of Location Analytics Market by demographic factors such as Age, Gender, Occupation, Income Level or Education. {\*subject to data availability and feasibility}

Consumer Traits Includes Following Patterns\*\*

Consumer Buying patterns (e.g., comfort & convenience, economical, pride)

Customer Lifestyle (e.g., health conscious, family orientated, community active)

Expectations (e.g., service, quality, risk, influence)

Major Highlights from the Global Location Analytics Market factored in the Analysis:

Location Analytics Market Measures & Parameters Addressed in Study: The report highlights Location Analytics market features such as segment revenue, weighted average selling price by region, capacity utilization rate, production & production value, % gross margin by company, consumption, import & export, demand & supply, cost bench-marking of the finished product in Location Analytics Industry, market share and annualized growth rate (Y-o-Y) and % CAGR.

Major Strategic Location Analytics Market Developments: Activities such as Research & Development (R&D) by phase, ongoing and completed Merger & Acquisition (M&A) [deal value, purpose, effective year], Joint ventures (JVs), Technological tie-ups, Suppliers partnerships & collaborations, agreements, new launches, etc taken by Location Analytics Industry players during the projected timeframe of the study.

What unique qualitative insights are included in Location Analytics Market research study?

The Global Location Analytics Market report provides rigorously studied and evaluated data of the top industry players and their scope in the market by means of various analytical tools. To gain a deep dive analysis; qualitative commentary on changing market dynamics {drivers, restraints & opportunities}, PESTLE, 5-Forces, Feasibility study, BCG matrix (% Share vs % Growth), SWOT by players, Heat Map analysis, etc have been provided to better correlate key players product offering in the market.

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Thanks for reading Global Location Analytics Industry research publication; you can also get individual chapter-wise sections or region-wise report versions like America, LATAM, Europe, Nordic nations, Oceania, Southeast Asia, or Just Eastern Asia.

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