Network and Location Analytics Market to Grow at a CAGR of 17% and will Reach $89.7 billion by 2031

Smartphone growth, GPS use, spatial data, network adoption, and COVID-19 fuel the rise of the global network and location analytics market.

Network and Location Analytics Market Value

WILMINGTON, DE, UNITED STATES, June 18, 2025 /EINPresswire.com/ -- According to the report, the global network & location analytics market generated $19 billion in 2021, and is estimated to reach $89.7 billion by 2031, witnessing a CAGR of 17% from 2022 to 2031. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chain, regional landscape, and competitive scenario.

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.

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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.

Covid-19 Scenario:

1. The COVID-19 outbreak had a low impact on the growth of the network and location analytics industry, due to the surge in adoption of location intelligence or analytics tools and services to prevent the spread of COVID-19 and ensure continuity of businesses by remote monitoring of assets.

2. Healthcare systems experienced a high demand for location data, with many countries inspecting medical facilities, including primary care clinics, hospitals, and retirement homes to analyze care capacity and vulnerability.

3. Thus, the network and location analytics software adoption assisted businesses to locate COVID-19 density zones to plan their business operations accordingly.

Based on component, the solution segment was the largest market in 2021, contributing to two-thirds of the global network & location analytics market share, and is expected to maintain its leadership status during the forecast period. This is attributed to the surge in adoption of network and location analytics in the organization to provide personalized and integrated products and services to customers. On the other hand, the services segment is projected to witness the fastest CAGR of 18.7% from 2022 to 2031, owing to the emerging trend among intelligence (BI) and analytics software vendors to integrate mapping and spatial data analysis into their products to provide additional context to reports, visualizations, and analysis.

Based on deployment model, the on premise segment held the largest market share of three-fifths of global network & location analytics market in 2021, and is expected to maintain its dominance during the forecast period. This is because it witnessed rapid adoption in enterprises and government bodies, which are facing strict data security, compliance, and regulation requirements. On the other hand, the cloud segment is projected to witness the largest CAGR of 18.3% from 2022 to 2031, due to the rise in preference for cloud-based network location analytics in industry verticals such as retail & wholesale, technology, and education.

Based on enterprise size, the large enterprises segment held the largest market share of nearly two-thirds of global network & location analytics market in 2021, and is expected to maintain its dominance during the forecast period. This is because of the surge in adoption of network and location analytics solutions by large enterprises to provide better navigation and tracking ability to track people and object indoor and outdoor. On the other hand, the small and medium sized enterprises (SMEs) segment is projected to witness the largest CAGR of 18.3% from 2022 to 2031, as network and location analytics solutions help in decision-making and provide competitive advantage to SMEs.

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Based on region, North America was the largest market in 2021, capturing two-fifths of the global network & location analytics market share. The increase in location-based services applications in defense and transportation sectors drive the growth of the market in the region. However, the Asia-Pacific market is expected to achieve the highest revenue and manifest the fastest CAGR of 19.7% during the forecast period. Asia-Pacific countries are expected to adopt network and location analytics solutions at a high rate as the remote sensing industry in this region has numerous growth opportunities, owing to various geographical needs.

Leading Market Players

Oracle Corporation
IBM Corporation
Microsoft Corporation
Esri
SAS Institute, Inc.
Alteryx, Inc.
Hexagon AB
Cisco System, Inc.
SAP SE

KEY BENEFITS FOR STAKEHOLDERS :

1. The study provides an in-depth analysis of the global network and location analytics market forecast along with current & future trends to explain the imminent investment pockets.

2. Information about key drivers, restraints, & opportunities and their impact analysis on global network and location analytics market trends is provided in the report.

3. Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.

4. The quantitative analysis of the market from 2022 to 2031 is provided to determine the market potential.

Access the full Report Summary at: https://www.alliedmarketresearch.com/network-and-location-analytics-market-A31571

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm the utmost data procurement methodology, including deep analysis presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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