

Growing at 17% CAGR | Network and Location Analytics Market Reach USD 89.7 Billion by 2031 Globally

WILMINGTON, DE, UNITED STATES, September 25, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Growing at 17% CAGR | [Network and Location Analytics Market](#) Reach USD 89.7 Billion by 2031 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global network and location analytics market was valued at \$19 billion in 2021, and is projected to reach \$89.7 billion by 2031, growing at a CAGR of 17% from 2022 to 2031.

Request Sample Report (Get Full Insights in PDF – 338 Pages) at:
<https://www.alliedmarketresearch.com/request-sample/A31571>

Driving Factors

Surge in penetration of smartphones, an upsurge in the usage of GPS-enabled devices, increased use of spatial data and analytical tools, rise in adoption of networks, and the COVID-19 pandemic which increased the use of location-based services drive the growth of the global network & location analytics market. However, consent and privacy concerns hamper the global market growth. On the other hand, the emergence of advanced technologies in the field of GIS, and the integration of AI with location analytics is anticipated to present new growth opportunities for the global market in the coming years.

Market Segmentation

The network and location analytics market is segmented on the basis of component, deployment mode, enterprise size, application, industry vertical, and region. On the basis of component, it is categorized into solutions and services. As per the deployment Model, it is classified On-premise and cloud. On the basis of enterprise size, it is classified into large enterprises and SMEs. Depending on the application, it is divided into remote monitoring, sales & marketing optimization, asset management, risk management, facility management, and others. On the basis of industry vertical it is categorized into BFSI, retail & consumer goods, healthcare,

hospitality, transport & logistic, government, IT & telecom, media and entertainment, and others. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Players

The company profiles of network and location analytics market analysis included in this report are Google LLC., Microsoft Corporation, IBM, Cisco Systems, Inc., Oracle, SAP SE, Hexagon, ALTERYX, INC., ESRI, SAS Institute Inc.

If you have any questions, Please feel free to contact our analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/A31571>

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.

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.

Buy Now & Get Exclusive Discount on this Report (338 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/network-and-location-analytics-market/purchase-options>

COVID-19 Scenario

□ 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 the COVID-19 and ensure continuity of businesses by remote monitoring of assets.

□ 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.

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

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

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 market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

Other Trending Reports:

[Warehouse Automation Systems Market](#)
[Enterprise WLAN Market](#)

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500

companies and small & medium enterprises.

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 utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep 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.

Contact:

David Correa

1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

UK: +44-845-528-1300 | India (Pune): +91-20-66346060

David Correa

Allied Market Research

+ + +1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/852490058>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.