

Report Information

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Location Based Services Market Research Report—Global Forecast till 2032

Report / Search Code: MRFR/ICT/3993-CR

Publish Date: November, 2022

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Price	1-user PDF : \$ 4950.0	Site PDF : \$ 5950.0	Enterprise PDF : \$ 7250.0
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Description:

Location Based Services Market Overview

Location Based Services Market Size was valued at USD 31.984 billion in 2022. The Location Based Services market industry is projected to grow at USD 108.768 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 14.6% during the forecast period (2022 - 2032).

Location-based services (LBS) was primarily used for navigation, but it is today employed in all industries and has a wide range of uses. For instance, LBS improves to drive traffic to particular departments in retail by providing simple product navigation, while LBS technology has been successfully applied to minimize revenue loss due to missed appointments in the healthcare sector by guiding patients from home to their doctor's office inside the hospital.

Location Based Services Market Overview

Targeted geographical information can be provided to customers and mobile workers through a location-based service. Examples of LBS include utility location data, asset or person tracking, concierge services, and route-guidance data. The importance of LBS technology and applications will rise in the constantly linked, mobile society of today. The demand for location-based services has reduced compared to the pre-COVID period as a result of the full or partial nationwide lockdown that has been imposed across the globe owing to the spread of COVID19. The need for location-based services is anticipated to be minimal, even in post-COVID times when people will need to practice social distance and avoid large gatherings, according to trends and COVID-19's nature and characteristics analysis.

Location Based Services Market Trends

Increasing Application of Location Based Service for a Wide Range of Area

Over the past few years, adoption of location-based applications has skyrocketed. The use of such applications has increased as a result of the surge in ride-hailing app usage overall. Other uses for location-based applications include social networking, geo-marketing, gaming, fitness and health tracking, and navigation.

The integration of location-based services has transformed the transportation industry by improving navigation and traffic control. The defense sector utilizes these services to secure borders and assist in rescue missions through the creation of border maps. The real estate and construction industries have seen considerable advancements in the adoption of modern technologies such as architectural design, project location mapping, and multi-dimensional modeling. LBS also finds usage in fields like research, archaeology, mining, and resource management in the oil and gas sector. These widespread applications of LBS across various industries is expected to drive growth in the LBS market during the projected time frame.

Location Based Services Market Segment Insights

Location Based Services Component Insights

The hardware segment dominated the location-based services (LBS) industry in 2022 and is projected to maintain its dominance during the forecast period. This can be attributed to an increased adoption of LBS by enterprises to gain a strategic advantage over their competitors. The hardware component ensures the effective functioning of LBS software, driving growth in the LBS market. However, the service segment is expected to experience the highest growth in the coming years due to the increased adoption of LBS software in various industries. This will result in a greater demand for services such as system integration and managed services. More countries are embracing these services to align various business tools such as manufacturing, marketing, and sales. This factor is expected to drive growth in the LBS market during the forecast period.

In May 2022, AT&T and Intrado announced the launch of a nationwide location-based routing technology, aimed at improving the response time for wireless 911 calls. This new technology uses device location to quickly route calls to the right first responders, fulfilling long-standing goals set by the Federal Communications Commission (FCC) to enhance public safety.

In January of 2022, Catalina, a company that provides shopper intelligence and omnichannel media services, joined forces with PlacIQ, a provider of data and technology, to bring location-based planning, measurement, and attribution to consumer-packaged goods (CPG) retailers. This partnership will allow advertisers to target more specific audiences, enhance engagement across both offline and online channels, and measure the real-world return on investment (ROI) of their brand campaigns.

Location Based Services Location Insights

The outdoor segment dominated the location-based services market due to factors such as high demand for outdoor navigation and mapping applications, increased deployment of outdoor LBS, growing need for advanced route mapping solutions, and widespread availability of outdoor GPS navigation apps. These factors led to the largest share of the market for the outdoor segment.

Figure 1: LOCATION BASED SERVICES MARKET, BY LOCATION, 2022 & 2030 (USD BILLION)

LOCATION BASED SERVICES MARKET, BY LOCATION, 2022 & 2030 (USD BILLION)

Location Based Services Region Insights

In 2022, North America held significant market share. This is owing to the growing automation trend and widespread adoption of Industry 4.0. There is a strong presence of location-based service providers, including tech giants like Google, Microsoft, IBM, Apple, Amazon, and Oracle, in the U.S. Furthermore, North America, particularly the U.S. and Canada, being technologically advanced nations, is embracing location-based services technology at a brisk pace, fueled by the increasing demand for wearable devices.

Europe, being an industrialized region, is driving the growth of the location-based services market. The region comprises industrialized countries such as the UK, Germany, France, Spain, and the Rest of Europe. In the UK, the use of location-based services is governed by laws that require permission-based services. This means that in order to receive messages and information, the end-user must give their consent to the service. Typically, this involves installing the LBS application and agreeing to allow the service to access the device's location.

Asia-Pacific is the fastest-growing region in the location-based services market. The Asia-Pacific region comprises countries such as China, India, Japan, South East Asia, and the Rest of Asia. In recent years, the region has experienced significant growth in industrialization, accompanied by a rising number of small and medium-sized enterprises (SMEs), which are expected to drive the growth of the location-based services market. The technology sector in countries like China, India, and Japan has seen rapid growth, leading to a substantial demand for location-based services, software, and hardware components to enhance technology facilities.

Figure 2: LOCATION BASED SERVICES MARKET, BY REGION, 2022 & 2030 (USD BILLION)

LOCATION BASED SERVICES MARKET, BY REGION, 2022 & 2030 (USD BILLION)

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Location Based Services Key Market Players & Competitive Insights

The Location Based Services market is projected to witness healthy growth during the forecast period, owing to the proliferation of location-based apps among consumers, and the rise in the use of location-based mobile advertising.

Key players operating in the Location Based Services market include Microsoft Corporation (US), Oracle Corporation (US), TomTom International BV (Netherlands), ESRI (Germany), Ericsson (Sweden), Qualcomm Incorporated (US), ROKK (US), iSpace (US), Apple Inc (US), Baidu Inc (China), NavInfo Co., Ltd. (China), IBM (US), Google Inc (US), Cisco Systems, Inc.(US), Amazon.com Inc. (US), HERE Technology (Netherlands), and Mapbox (Netherlands).

Key Companies in the Location Based Services market includes

- Microsoft Corporation (US)
- TomTom International BV (Netherlands)
- ESRI (Germany)
- Ericsson (Sweden)
- Oracle Corporation (US)
- Qualcomm Incorporated (US)
- ROKK (US)
- iSpace (US)
- Apple Inc (US)
- Baidu Inc (China)
- NavInfo Co., Ltd. (China)
- IBM (US)
- Google Inc (US)
- Cisco Systems, Inc.(US)
- Amazon.com Inc. (US)
- HERE Technology (Netherlands)
- Mapbox (Netherlands)

Location Based Services Industry Developments

In November 2022: VeriDaaS Corporation announced the acquisition of 4DM, a Canadian-based geo-intelligence company. 4DM provides consulting services and service-based work to governments, NGOs, and private sector

organizations in the fields of intelligent transportation solutions, environmental health, location-based services, and risk assessment applications.

In March 2022: Aruba Networks announced advancements to its Edge Services Platform (ESP) with the addition of new management capabilities and improvements in location-based services to support enterprises in exploiting edge and IoT opportunities. The company also launched self-locating indoor access points (APs) that feature built-in GPS receivers and Open Locate, a feature for sharing location information from the access point to a device.

Location Based Services Market Segmentation

Location Based Services Component Outlook

- Hardware
- Software
- Services

Location Based Services Location Type Outlook

- Outdoor
- Indoor

Location Based Services Technology Outlook

- Bluetooth Low ENERGY (BLE) Beacons
- WI-FI
- GPS/GNSS
- Others

Location Based Services Technology Outlook

- Government Defense and Public Utilities
- Retail and E-commerce
- Banking Financial Services and Insurance
- Automotive Transportation and Logistics
- Industrial Manufacturing
- Healthcare and Life Sciences
- Media and Entertainment
-

Others

Location Based Services Regional Outlook

- Americas
 - North America
 - South America (exc. Mexico)
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Middle East & Africa
 - Middle East

- Africa

- South America

Table of Content:

Contents

TABLE OF CONTENTS	
1 EXECUTIVE SUMMARY	20
1.1 MARKET ATTRACTIVENESS ANALYSIS	21
2 MARKET INTRODUCTION	22
2.1 DEFINITION	22
2.2 SCOPE OF THE STUDY	22
2.3 RESEARCH OBJECTIVE	22
2.4 MARKET STRUCTURE	23
3 RESEARCH METHODOLOGY	24
4 MARKET DYNAMICS	31
4.1 INTRODUCTION	31
4.2 DRIVERS	32
4.2.1 PROLIFERATION OF LOCATION-BASED APPS AMONG CONSUMERS	32
4.2.2 RISE IN USE OF LOCATION-BASED MOBILE ADVERTISING	32
4.2.3 DRIVERS IMPACT ANALYSIS	33
4.3 RESTRAINTS	33
4.3.1 HIGH COST OF RTLS	33
4.3.2 RESTRAINTS IMPACT ANALYSIS	34
4.4 OPPORTUNITY	34
4.4.1 INCREASING DEMAND FOR WEARABLE DEVICES	34
4.5 IMPACT OF COVID-19	35
4.5.1 DECREASING DEMAND FROM RETAIL AND E-COMMERCE AND ENTERTAINMENT AND MEDIA VERTICALS	35
4.5.2 LITTLE INCREASE IN OVERALL MARKET Y-O-Y FOR 2020-2022	35
4.5.3 COST OF RTLS PRODUCTS EXPECTED TO INCREASE	35
5 MARKET FACTOR ANALYSIS	36
5.1 VALUE CHAIN ANALYSIS	36
5.1.1 COMPONENT MANUFACTURERS	36
5.1.2 OPERATING SYSTEM DEVELOPERS	36
5.1.3 DEVICE INTEGRATORS AND VENDORS	36
5.1.4 SERVICE AND CONTENT PROVIDERS	36
5.1.5 APPLICATIONS	37
5.1.6 USERS	37
5.2 PORTER'S FIVE FORCES MODEL	38
5.2.1 THREAT OF NEW ENTRANTS	38
5.2.2 BARGAINING POWER OF SUPPLIERS	39
5.2.3 THREAT OF SUBSTITUTES	39
5.2.4 BARGAINING POWER OF BUYERS	39
5.2.5 COMPETITIVE RIVALRY	39
6 GLOBAL LOCATION BASED SERVICES MARKET, BY COMPONENT	40
6.1 OVERVIEW	40
6.2 HARDWARE	40
6.3 SOFTWARE	40
6.3.1 GEOCODING AND REVERSE GEOCODING	40
6.3.2 LOCATION AND PREDICTIVE ANALYTICS	40
6.3.3 REPORTING AND VISUALIZATION	41
6.3.4 DATABASE MANAGEMENT AND SPATIAL ETL	41
6.3.5 RISK ANALYTICS AND THREAT PREVENTION	41
6.4 SERVICES	41
6.4.1 MANAGED SERVICES	41
6.4.2 PROFESSIONAL SERVICES	41
6.4.3 LOCATION BASED SERVICES MARKET, BY COMPONENT, 2018–2030	42
6.4.4 GLOBAL LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	43
6.4.5 GLOBAL LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	43
7 GLOBAL LOCATION BASED SERVICES MARKET, BY LOCATION TYPE	44
7.1 OVERVIEW	44
7.2 OUTDOOR	44
7.3 INDOOR	45
7.3.1 GLOBAL LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	46
8 GLOBAL LOCATION BASED SERVICES MARKET, BY TECHNOLOGY	47
8.1 OVERVIEW	47
8.2 BLUETOOTH LOW ENERGY (BLE) BEACONS	47
8.3 WI-FI	47
8.4 GPS/GNSS	47
8.5 OTHERS	48
8.5.1 GLOBAL LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	49
9 GLOBAL LOCATION BASED SERVICES MARKET, BY VERTICAL	50
9.1 INTRODUCTION	50
9.2 GOVERNMENT, DEFENSE, AND PUBLIC UTILITIES	50
9.3 RETAIL & E-COMMERCE	50
9.4 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)	50
9.5 AUTOMOTIVE, TRANSPORTATION, AND LOGISTICS	51
9.6 INDUSTRIAL MANUFACTURING	51
9.7 HEALTHCARE AND LIFE SCIENCES	51
9.8 MEDIA AND ENTERTAINMENT	51
9.9 OTHERS	52

9.9.1 GLOBAL LOCATION BASED SERVICES MARKET, BY VERTICAL, 2018–2030	53
10 GLOBAL LOCATION BASED SERVICES MARKET, BY REGION	54
10.1 OVERVIEW	54
10.2 NORTH AMERICA	56
10.2.1 NORTH AMERICA: LOCATION BASED SERVICES MARKET SHARE, BY COUNTRY, 2018–2030 (USD MILLION)	57
10.2.2 NORTH AMERICA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	57
10.2.2.1 NORTH AMERICA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	58
10.2.2.2 NORTH AMERICA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	58
10.2.3 NORTH AMERICA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	59
10.2.4 NORTH AMERICA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	59
10.2.5 NORTH AMERICA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	60
10.2.6 US	61
10.2.6.1 US: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	61
10.2.6.1.1 US: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	61
10.2.6.1.2 US: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	61
10.2.6.2 US: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	62
10.2.6.3 US: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	62
10.2.6.4 US: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	62
10.2.7 CANADA	63
10.2.7.1 CANADA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	63
10.2.7.1.1 CANADA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	63
10.2.7.1.2 CANADA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	63
10.2.7.2 CANADA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	64
10.2.7.3 CANADA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	64
10.2.7.4 CANADA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	64
10.2.8 MEXICO	65
10.2.8.1 MEXICO: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	65
10.2.8.1.1 MEXICO: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	65
10.2.8.1.2 MEXICO: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	65
10.2.8.2 MEXICO: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	66
10.2.8.3 MEXICO: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	66
10.2.8.4 MEXICO: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	66
10.3 EUROPE	67
10.3.1 EUROPE: LOCATION BASED SERVICES MARKET SHARE, BY COUNTRY, 2018–2030 (USD MILLION)	68
10.3.2 EUROPE: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	68
10.3.2.1 EUROPE: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	69
10.3.2.2 EUROPE: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	69
10.3.3 EUROPE: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	70
10.3.4 EUROPE: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	70
10.3.5 EUROPE: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	71
10.3.6 UK	72
10.3.6.1 UK: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	72
10.3.6.1.1 UK: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	72
10.3.6.1.2 UK: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	72
10.3.6.2 UK: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	73
10.3.6.3 UK: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	73
10.3.6.4 UK: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	73
10.3.7 GERMANY	74
10.3.7.1 GERMANY: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	74
10.3.7.1.1 GERMANY: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	74
10.3.7.1.2 GERMANY: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	74
10.3.7.2 GERMANY: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	75
10.3.7.3 GERMANY: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	75
10.3.7.4 GERMANY: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	75
10.3.8 FRANCE	76
10.3.8.1 FRANCE: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	76
10.3.8.1.1 FRANCE: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	76
10.3.8.1.2 FRANCE: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	76
10.3.8.2 FRANCE: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	77
10.3.8.3 FRANCE: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	77
10.3.8.4 FRANCE: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	77
10.3.9 SPAIN	78
10.3.9.1 SPAIN: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	78
10.3.9.1.1 SPAIN: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	78
10.3.9.1.2 SPAIN: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	78
10.3.9.2 SPAIN: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	79
10.3.9.3 SPAIN: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	79
10.3.9.4 SPAIN: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	79
10.3.10 REST OF EUROPE	80
10.3.10.1 REST OF EUROPE: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION)	80
10.3.10.1.1 REST OF EUROPE: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030	80
10.3.10.1.2 REST OF EUROPE: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030	80
10.3.10.2 REST OF EUROPE: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030	81
10.3.10.3 REST OF EUROPE: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030	81
10.3.10.4 REST OF EUROPE: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION)	81
10.4 ASIA-PACIFIC	82
10.4.1 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET SHARE, BY COUNTRY, 2018–2030 (USD MILLION)	83
10.4.2 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD	

MILLION) 83
10.4.2.1 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 84
10.4.2.2 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 84
10.4.3 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 85
10.4.4 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 85
10.4.5 ASIA-PACIFIC: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 86
10.4.6 CHINA 87
10.4.6.1 CHINA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 87
10.4.6.1.1 CHINA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 87
10.4.6.1.2 CHINA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 87
10.4.6.2 CHINA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 88
10.4.6.3 CHINA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 88
10.4.6.4 CHINA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 88
10.4.7 INDIA 89
10.4.7.1 INDIA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 89
10.4.7.1.1 INDIA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 89
10.4.7.1.2 INDIA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 89
10.4.7.2 INDIA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 90
10.4.7.3 INDIA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 90
10.4.7.4 INDIA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 90
10.4.8 JAPAN 91
10.4.8.1 JAPAN: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 91
10.4.8.1.1 JAPAN: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 91
10.4.8.1.2 JAPAN: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 91
10.4.8.2 JAPAN: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 92
10.4.8.3 JAPAN: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 92
10.4.8.4 JAPAN: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 92
10.4.9 SOUTHEAST ASIA 93
10.4.9.1 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 93
10.4.9.1.1 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 93
10.4.9.1.2 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 93
10.4.9.2 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 94
10.4.9.3 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 94
10.4.9.4 SOUTHEAST ASIA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 94
10.4.10 REST OF ASIA-PACIFIC 95
10.4.10.1 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 95
10.4.10.1.1 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 95
10.4.10.1.2 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 95
10.4.10.2 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 96
10.4.10.3 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 96
10.4.10.4 REST OF ASIA-PACIFIC: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 96
10.5 SOUTH AMERICA 97
10.5.1 SOUTH AMERICA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 97
10.5.1.1 SOUTH AMERICA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 98
10.5.1.2 SOUTH AMERICA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 98
10.5.2 SOUTH AMERICA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 99
10.5.3 SOUTH AMERICA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 99
10.5.4 SOUTH AMERICA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 100
10.6 MIDDLE EAST AND AFRICA 101
10.6.1 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET SHARE, BY COMPONENT, 2018–2030 (USD MILLION) 101
10.6.1.1 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET, BY SOFTWARE, 2018–2030 102
10.6.1.2 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET, BY SERVICES, 2018–2030 102
10.6.2 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET, BY LOCATION TYPE, 2018–2030 103
10.6.3 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET, BY TECHNOLOGY, 2018–2030 103
10.6.4 MIDDLE EAST & AFRICA: LOCATION BASED SERVICES MARKET SHARE, BY VERTICAL, 2018–2030 (USD MILLION) 104
11 COMPETITIVE LANDSCAPE 105
11.1 INTRODUCTION-COMPETITIVE OVERVIEW 105
11.2 MARKET SHARE ANALYSIS 106
11.3 COMPETITIVE BENCHMARKING 107
11.4 KEY DEVELOPMENTS AND GROWTH STRATEGIES 108
11.4.1 NEW PRODUCT LAUNCH/PRODUCT ENHANCEMENT 108
11.5 KEY DEVELOPMENTS & GROWTH STRATEGIES 109
11.5.1 PARTNERSHIPS / ACQUISITION/ COLLABORATION 109
12 COMPANY PROFILE 111
12.1 MICROSOFT CORPORATION 111
12.1.1 COMPANY OVERVIEW 111
12.1.2 FINANCIAL OVERVIEW 112
12.1.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED 112
12.1.4 KEY DEVELOPMENTS 113
12.1.5 SWOT ANALYSIS 113
12.1.6 KEY STRATEGIES 113
12.2 ORACLE CORPORATION 114
12.2.1 COMPANY OVERVIEW 114
12.2.2 FINANCIAL OVERVIEW 115
12.2.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED 115
12.2.4 KEY DEVELOPMENTS 116
12.2.5 SWOT ANALYSIS 116
12.2.6 KEY STRATEGIES 116
12.3 TOMTOM INTERNATIONAL BV 117
12.3.1 COMPANY OVERVIEW 117
12.3.2 FINANCIAL OVERVIEW 118

12.3.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	118
12.3.4 KEY DEVELOPMENTS	119
12.3.5 SWOT ANALYSIS	119
12.3.6 KEY STRATEGIES	119
12.4 ESRI	120
12.4.1 COMPANY OVERVIEW	120
12.4.2 FINANCIAL OVERVIEW	120
12.4.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	120
12.4.4 KEY DEVELOPMENTS	120
12.5 ERICSSON	121
12.5.1 COMPANY OVERVIEW	121
12.5.2 FINANCIAL OVERVIEW	122
12.5.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	122
12.5.4 KEY DEVELOPMENTS	122
12.5.5 SWOT ANALYSIS	123
12.5.6 KEY STRATEGIES	123
12.6 QUALCOMM INCORPORATED	124
12.6.1 COMPANY OVERVIEW	124
12.6.2 FINANCIAL OVERVIEW	125
12.6.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	125
12.6.4 KEY DEVELOPMENTS	126
12.6.5 SWOT ANALYSIS	127
12.6.6 KEY STRATEGIES	127
12.7 ROKK	128
12.7.1 COMPANY OVERVIEW	128
12.7.2 FINANCIAL OVERVIEW	128
12.7.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	128
12.7.4 KEY DEVELOPMENTS	128
12.8 ISPACE	129
12.8.1 COMPANY OVERVIEW	129
12.8.2 FINANCIAL OVERVIEW	129
12.8.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	129
12.8.4 KEY DEVELOPMENTS	129
12.9 APPLE INC.	130
12.9.1 COMPANY OVERVIEW	130
12.9.2 FINANCIAL OVERVIEW	131
12.9.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	131
12.9.4 KEY DEVELOPMENTS	132
12.9.5 SWOT ANALYSIS	132
12.9.6 KEY STRATEGIES	133
12.10 BAIDU, INC.	134
12.10.1 COMPANY OVERVIEW	134
12.10.2 FINANCIAL OVERVIEW	134
12.10.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	135
12.10.4 KEY DEVELOPMENTS	135
12.10.5 SWOT ANALYSIS	135
12.10.6 KEY STRATEGIES	135
12.11 NAVINFO CO., LTD.	136
12.11.1 COMPANY OVERVIEW	136
12.11.2 FINANCIAL OVERVIEW	136
12.11.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	136
12.11.4 KEY DEVELOPMENTS	136
12.11.5 SWOT ANALYSIS	137
12.11.6 KEY STRATEGIES	137
12.12 IBM CORPORATION	138
12.12.1 COMPANY OVERVIEW	138
12.12.2 FINANCIAL OVERVIEW	139
12.12.3 PRODUCTS/SERVICES/SOLUTIONS OFFERED	139
12.12.4 KEY DEVELOPMENTS	140
12.12.5 SWOT ANALYSIS	140
12.12.6 KEY STRATEGY	140
12.13 GOOGLE INC.	141
12.13.1 COMPANY OVERVIEW	141
12.13.2 FINANCIAL OVERVIEW	142
12.13.3 PRODUCTS/SERVICES/SOLUTIONS OFFERED	142
12.13.4 KEY DEVELOPMENTS	143
12.13.5 SWOT ANALYSIS	144
12.13.6 KEY STRATEGIES	144
12.14 CISCO SYSTEMS, INC	145
12.14.1 COMPANY OVERVIEW	145
12.14.2 FINANCIAL OVERVIEW	146
12.14.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	146
12.14.4 KEY DEVELOPMENTS	147
12.14.5 SWOT ANALYSIS	147
12.14.6 KEY STRATEGIES	148
12.15 AMAZON.COM, INC	149
12.15.1 COMPANY OVERVIEW	149
12.15.2 FINANCIAL OVERVIEW	150
12.15.3 PRODUCTS OFFERED	150
12.15.4 KEY DEVELOPMENTS	151
12.15.5 SWOT ANALYSIS	151
12.15.6 KEY STRATEGIES	152
12.16 HERE TECHNOLOGIES	153
12.16.1 COMPANY OVERVIEW	153
12.16.2 FINANCIAL OVERVIEW	153
12.16.3 PRODUCTS /SOLUTIONS/SERVICES OFFERED	153
12.16.4 KEY DEVELOPMENTS	154
12.16.5 SWOT ANALYSIS	154
12.16.6 KEY STRATEGIES	155
12.17 MAPBOX	156
12.17.1 COMPANY OVERVIEW	156
12.17.2 FINANCIAL OVERVIEW	156
12.17.3 PRODUCTS OFFERED	156

12.17.4 KEY DEVELOPMENTS 156
12.17.5 SWOT ANALYSIS 157
12.17.6 KEY STRATEGIES 157