

Location As A Service Market Regional Analysis, Trends & Forecast To 2030

Key Market Insights

[Location as a service market size](#) is moving ahead with a massive USD 286.7 Billion and project to redevelop at 23.70% of CAGR amid novel coronavirus pandemics. The figures for the market have been studied and accumulated by Market Research Future. The novel growth will be happening between 2022 and 2030 (forecasted period).

Top Growing Factors

Location as a service proposes a wide range of opportunities owing to its abilities to provide information related to a particular location or place. Location-based services are used with the help of real-time data through mobile devices that keep track of the geographical location of the phone. The surged use of smart devices and location-aware technologies compel the growth of the Location-based service market.

The privacy and security improved operational efficiency, reduced costs, increased customer engagement, and better returns on investments are also significant factors that primarily drive the location as a service market worldwide. The location as a service market has gathered valuations from businesses and government sectors. The uses of location-based services include proximity-based marketing, emergency services, store location, roadside assistance, travel information, fraud prevention, and mobile workforce management have substantially increased the value, which has contributed to the market's growth. The growing awareness of the advantages of location as service analytics among organizations has further boosted the market growth and is estimated to boost in the forecast period as well.

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Top Market Players

The well-known players in the global location as a service market are listed as Google Inc. (U.S.), Cisco Systems (U.S.), IBM Corp. (U.S.), Ericsson (Sweden.), Location Labs (U.S.), Qualcomm (U.S.), Microsoft Corp. (U.S.), LocationSmart (U.S.), Esri (U.S.), Oracle Corp. (U.S.), Accelerite (U.S.).

Furthermore, MRF also finds that with advancements in technology, several industries from global end are willing to adopt new systems, mainly to perk up their transportation efficiency. With the initiation of cloud and IoT systems, the enterprises are now able to automate most of their operations. The healthcare sector is also anticipated to observe a significant number of applications. The upward IoT applications, devised with healthcare requirements, are projected to contribute to the growth of the location as a service market. In the case of point, Texas Health saved USD 412,000 using the real-time location-based system. Medical equipment is now easily located and analyzed.

Segmentation of Market: Location as a Service

The global location as a service market is segmented on segments of component, location type, and end-users.

The location as a service market in terms of components: Comprise of Software, Android, Hardware, iOS, and Windows.

