Geomarketing Market – Industry Trends and Forecast to 2028



The <u>Geomarketing Market</u>, By Technology (Bluetooth, Global Positioning System, Radio-Frequency Identification, Wi-Fi, Near-Field Communication), Location (Indoor, Outdoor), Deployment Mode (Cloud-Based, On-Premises), Vertical (Retail and Ecommerce, Healthcare and Life Sciences, Travel and Hospitality, Banking, Financial Services, and Insurance, Media and Entertainment, Telecommunications and IT, Others), Component (Software, Services), Country (U.S., Canada, Mexico, Brazil, Argentina, Rest of South America, Germany, Italy, U.K., France, Spain, Netherlands, Belgium, Switzerland, Turkey, Russia, Rest of Europe, Japan, China, India, South Korea, Australia, Singapore, Malaysia, Thailand, Indonesia, Philippines, Rest of Asia-Pacific, Saudi Arabia, U.A.E, South Africa, Egypt, Israel, Rest of Middle East and Africa)

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Report Description



Geomarketing market will reach at an estimated value of USD 43.02 billion by 2028 and grow at a CAGR of 24.60% in the forecast period of 2021 to 2028. Rise in the investment in digital marketing compared to conventional marketing acts as an essential factor driving the geomarketing market.

MARKET RESEARCH

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Major Key Players



Some of the major players operating in this market are :

- ☐ Qualcomm Technologies, Inc.,
- ■PlotProjects B.V,
- ■Xtremepush,
- ☐ A Place for Rover, Inc.,
- ☐MobileBridge,
- ☐ Hyper, Reveal Mobile, Inc.,

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Market Segmentation



- By Technology (Bluetooth, Global Positioning System, Radio-Frequency Identification, Wi-Fi, Near-Field Communication)
- By Location (Indoor, Outdoor)
- By Deployment Mode (Cloud-Based, On-Premises)
- By Vertical (Retail and Ecommerce, Healthcare and Life Sciences, Travel and Hospitality, Banking, Financial Services, and Insurance, Media and Entertainment, Telecommunications and IT, Others)
- By Component (Software, Services)

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Regional Analysis



Based on geography, the market is segmented into five geographical regions

- North America
- Europe
- Asia-Pacific
- South America
- Middle East
- Africa

About Data Bridge Market Research



An absolute way to forecast what future holds is to comprehend the trend today!

Data Bridge Market Research set forth itself as an unconventional and neoteric Market research and consulting firm with unparalleled level of resilience and integrated approaches. We are determined to unearth the best market opportunities and foster efficient information for your business to thrive in the market. Data Bridge endeavors to provide appropriate solutions to the complex business challenges and initiates an effortless decision-making process.

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