

Europe Location Analytics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

Key Highlights

Location analytics combines business and geographic data to reveal the relationship between locations and people, events, transactions, objects, and assets. While most business data include a location aspect, few organizations use location data and spatial analytics in their business intelligence and analytics business processes. The market CAGR in the region is expected to reach 12.3% during the forecast period.

The major countries in the European market are the United Kingdom, France, Germany, Spain, and Italy. The proliferation of business intelligence and geographic information system technologies is partly due to retail growth and the increasing use of smartphones and other advanced tools.

The European Location Interoperability Solutions for e-Government (ELISE) proposed a project to investigate the use of location data and technology at local and regional levels in the European Union to increase public services and produce public value by a few objectives, such as developing a conceptual framework to assess the current and potential impacts of the use of geolocation data and technologies on the creation of public value through public services at the regional level.

However, the market is constantly evolving to meet the needs of its customers. Many industries are using location analytics solutions to optimize sales and marketing activities, customer relationship management, risk management, emergency response management, supply chain planning, and inventory management.

Identifying the best locations for opening new stores, improving the supply chain, and creating engaging marketing campaigns have always been essential in most business decisions. Insurance and financial services use location analytics to assess risk and validate claims.

Companies are also using location technology to manage their customers by integrating enterprise resource planning (ERP), customer relationship management (CRM), and social media platforms with geographic information systems (GIS).

The COVID-19 pandemic has increased the demand for geographically sensitive information. Many organizations and individuals

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relied on maps and charts for detailed information about the trends in virus outbreaks. Contact tracing, monitoring people's movement, and mapping vulnerable populations are some of the location-based applications helping health authorities fight an outbreak.

Europe Location Analytics market Trends

Technological Innovations are Expected to be in Demand

With the widespread adoption of cloud computing, the Internet of Things (IoT), and 4G/5G, many digital transformation hubs are deploying location-enabled city platforms and other digital ecosystems in Europe. Smart cities are part of a broader trend with vital smart space location elements, including smart buildings.

An intelligent space can be defined as a combination of physical and digital environments in which people and technological systems interact in a dynamic, interconnected, and intelligent ecosystem. These intelligent spaces represent new design and integration patterns and architectures to generate new outcomes from outdated, new, and emerging technologies and services.

Organizations in Europe are accelerating advances in cutting-edge technologies, including communications, cloud computing, analytics, and mobile devices, which have dramatically increased the role of cartography and geospatial data in solving challenges.

A better understanding of data-driven customer demographics and preferences, combined with map and geospatial data, has enabled businesses to optimize their operations to meet better customer needs, including pricing, product, and service offerings.

The Big Data field plays a crucial role in location analytics, as data can be generated by humans or machines, such as sensors that collect climate information, satellite imagery, digital images, video, purchase transaction records, and GPS signals. It spans a wide range of sectors, from healthcare to transportation and energy. Data can also provide opportunities for more traditional sectors, such as transportation, healthcare, or manufacturing, when used correctly.

Rising Popularity of Location Analysis in Germany

Recently, Germany became a better place to do business, outliving its reputation. Location analysis in Germany is based entirely on quantitative criteria, which sets it apart from other international comparisons for location competitiveness and quality.

According to the e-commerce market trends, location analysis and urbanization play a key role in location analytics in the country. Germany has a large population within the European Union (EU). The overall population in Germany in 2020 reached 83.2 million, and it is anticipated to reach 83.4 million by 2025. Most of the Germans live in cities compared to the rural areas.

In the German market, personalizing the omnichannel experience depends on the business, and location plays a vital function in moving customer possibilities and shopping for behaviors.

Companies such as Axicom combine statistics from dependable non-public and public sources, summarizing character and family statistics attributes for a given geographical stage to create specific estimates for every area as part of location analytics.

The German Geographic Statistical Data for Market Analysis' statistics present applicable perceptions for many applications, presenting a sturdy photo of geographical layers to trim geospatial analysis, segmentation, personalization, and target market engagement.

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According to the federal authorities'urban development report, the German authorities are enhancing the first-class lifestyles within the German cities. The government spent close to EUR 790 million for urban development, which is used to construct housing and foster social cohesion and vibrant centers.

Europe Location Analytics market Competitor Analysis

The European location analytics market is highly fragmented. The major players in the market are Microsoft Corporation, Google LLC, IBM Corporation, SAP SE, Cisco Systems, and Hexagon AB. These players increase the market demand by investing in the latest technology trends in the location analytics market in the region.

June 2021: Cisco Meraki built smarter workforce experiences with an expanded IoT and WAN portfolio. The company's expanded technology lineup addresses hybrid workforce requirements and the evolving needs of enterprises to protect people, places, and things. It helps customers, including Bay State College and RRMM Architects, offer safer and smarter workspace experiences.

November 2021: Microsoft announced Digital AmBEtion, a comprehensive, multi-year investment plan designed to accelerate the digital transformation of Belgium's public and private sectors. The company plans to establish a new data center region that delivers advanced data security and cloud solutions, offering Belgian organizations local data residency and faster access to the cloud.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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