

## **Middle East 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:**

The proliferation of location data, including mobile phones and connected devices, in the Internet of Things (IoT), combined with advanced analytics technology as relying on historical data is no longer efficient, and real-time insights are significant benefits. The Middle East & African location analytics market is expected to register a CAGR of 6.2% over the forecast period (2022-2027).

#### **Key Highlights**

Location analytics becomes a critical analytical tool for overall business planning. Combining location information with standard relational data and information from trusted third-party sources gives new ideas.

Location analytics in this region is becoming one of the main branches of the retail market. As more retailers open every day, every time a consumer or customer enters the store, a piece of user data is created after the last transaction until they leave. Some countries, such as the United Arab Emirates and Saudi Arabia, have very high smartphone penetration. For this reason, the location analytics market in this region is expected to grow soon. The growth of all customer-facing industries has led to the introduction of Wi-Fi Location Analysis Systems (LBS). The system opens direct communication channels that allow customers to connect via Wi-Fi at their location, like shopping malls.

Further, Esri uses mapping and location analytics to help organizations harness the power of data to create more reliable digitally connected MEA. Based on a deep understanding of the region, it will constantly break down the geographical boundary between the Middle East.

Additionally, location analytics is evolving in the region as the demand for technology, infrastructure, and urbanization increases. Location analytics can be improved by linking to existing processes. Including other carefully selected data sets, providing a more complete and accurate picture, making planning more efficient in all areas.

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### Rise of Technological Advances in Various Applications

Adopting advanced technologies has witnessed growing growth in Middle Eastern countries. The recent rapid digitization of countries such as the United Arab Emirates and Saudi Arabia has created numerous connections in the region.

End-user businesses are increasingly adopting artificial intelligence to generate economic benefits, increase productivity, and improve security standards. Several government initiatives are changing the dynamics of the industrial sector and are helping to change the geography of key countries such as Saudi Arabia and the United Arab Emirates.

In the era of Big Data and the increase in the amount of real-time spatial data generated through big data, social networks, the Internet of Things, and other interactive media, an improved flow of structured and unstructured data appeared in this region.

Various regional governments have developed long-term plans to use AI and ML as an economic stimulus or improve workforce efficiency and government flexibility. The UAE government first released its Artificial Intelligence Strategy, which marked its reliance on various destinations, sectors, and infrastructure initiatives using AI.

UAE pursues to be the sector chief in AI through 2031 and amplify using AI throughout education, energy, transportation, space, technology, etc. The retail enterprise in Africa is increasing with AI-subsidized fintech answers in neighborhood groups in Africa, mainly centered on permitting structures to help feetransactions performed thru cellular phones.

Currently, the government supports AI programs directly, but businesses in the region will have their own AI departments in the short term and create more robust institutional and practical regulatory frameworks to encourage private sector investment. These tendencies within the Middle East are riding the international location's economic system and enhancing the digitization within the region.

### Saudi Arabia to Hold the Largest Market Share

Saudi Arabia has a multi-level, multi-pronged initiative that includes technology, policy and regulation, investment, research and innovation, and ecosystem development. This will make the country a global data and artificial intelligence hub and one of the world's leading data-driven economies.

The implementation of the national strategy on data and artificial intelligence will follow a multi-stage approach focusing on meeting the urgent national needs of Saudi Arabia by 2025, particularly the strategic development goal, Vision 2030. Further, from 2025 to 2030, Saudi Arabia will focus on conducting research and developing specializations in specific areas of AI to become a leading country in AI and data-driven economy 2030. In recent years, innovation has spurred many technological advances. In particular, failures in spatial information management are occurring due to automation, artificial intelligence, sensor technology, and the Internet of Things.

Additionally, advances in high-performance cloud computing, ubiquitous high-speed connectivity, new sensor networks, sensor platforms, geospatial analytics, and autonomous intelligent machines have driven the shift toward a more machine-centric region. Some of the international's important e-trade players, including Amazon, eBay, and Alibaba Group's AliExpress, are already found in Saudi Arabia's marketplace. Competition within the e-trade area is anticipated to grow as present players.

The appearance of the Fourth Industrial Revolution, virtual transformation, and the disruptions that have to include them have modified many commercial enterprise practices, supplied new technological applications, and feature added approximately an information revolution, impacting the cultural, social, and financial industries in the region.

The Middle East & African location analytics market is fragmented with the presence of major players in the industry, such as Cisco Systems, Microsoft Corporation, Oracle Corporation, SAP SE, and SAS Institute, Inc. These players are making continuous efforts in investing and innovating new technological advancements towards location analytics that help the region to improve its infrastructure, retail, and more businesses.

January 2022 - As part of a strategic partnership in the UAE, Etisalat and Microsoft joined forces to unlock new 5G scenarios using Azure Multi-access Edge Compute. Leveraging the power of Etisalat Core Orchestration and Azure ARM, the partnership is building a plug-and-play infrastructure for 5G edge computing to enable enterprises to run industrial solutions.

January 2022 - Oracle Corporation announced the opening of its first cloud region in Africa to meet the growing demand for cloud services. The Oracle Cloud Johannesburg Region will boost cloud adoption across Africa while helping businesses achieve better performance and drive continuous innovation.

Additional Benefits:

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

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