

Geographic Information System Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The geographic information system market (GIS) is expected to register a CAGR of 10.8% over the forecast period. GIS is used to power millions of decisions every day all over the world, such as pinpointing new store locations, analyzing crime patterns, routing in-car navigation, forecasting and predicting the weather, and so on.

Key Highlights

The increasing demand for location-based analytics among businesses to improve operational efficiency and enhance decision-making is driving the market. Also, the need to combine traditional data with spatial data to get useful insights from location-based information may open up new growth opportunities for the geographic information system market over the next few years.

The penetration of IoT platforms in business operations has fueled the generation of real-time location data for offering highly relevant and location-specific services to customers. Moreover, the integration of GIS with IoT devices provides accurate data to users using geospatial data analysis. For instance, an IoT-enabled valve can be monitored from anywhere in the world using geospatial data.

Some of the main things that are making the GIS market grow are the growth of smart cities and urbanization, the integration of geospatial technology with other technologies for business intelligence, and the growing investments in modern GIS solutions. Specialists in urban planning employ GIS systems to properly analyze, model, and visualize sites. By processing geospatial data from satellite imaging, aerial photography, and remote sensors, GIS software systems offer a comprehensive perspective of the land and infrastructure. The geographic information systems sector will expand due to applications like these.

The increasing need for predicting and identifying natural disasters and minimizing damages is fueling the growth of the

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geographic information systems market. Nowadays, GIS is used to detect, understand, and respond to the coronavirus (COVID-19) infectious disease outbreak by using its capabilities, such as spatial analytics, mapping, and location intelligence. Health officials and government agencies were mapping confirmed and active cases, fatalities, and recoveries to identify where COVID-19 infections occurred.

Geographic Information System Market Trends

The Rising Smart Cities Development and Urban Planning to Drive the Market Growth

Smart cities are data-driven and dependent on the sharing of real-time awareness. After an enterprise collects and analyzes data from thousands of IoT sensors, GIS creates a map-based visualization of the data for immediate actionable insights. These insights can be used to track the delivery of city services and highlight areas where local council services need improvement.

Further, owing to the developing smart cities project, the GIS solutions are implemented to create a generalized location-enabled platform for use-case analysis in smart city environments. These include automated natural hazard monitoring web GIS with SMS warning, climate monitoring, urban design, intelligent transportation systems, and disaster management SDI.

Specialists apply GIS in urban planning for analysis, modeling, and visualization. By processing geospatial data from satellite imaging, aerial photography, and remote sensors, users gain a detailed perspective on land and infrastructure. These benefits of GIS are driving the growth of the GIS software market.

The increasing government applications in developing countries, such as China and India, are boosting the growth of GIS. For example, the Indian government's plan to build 100 "smart cities" across the country should make it easier to use geographic information system solutions in urban planning, facility management, and water and wastewater management.

Asia-Pacific to Register Highest Market Growth

One of the significant factors driving market growth in the region is the rising adoption of geographic information for expanding geographical data cloud analytics adoption in utilities, defense, transportation, agriculture, construction, etc. The region also has the benefit of the end results of the efforts undertaken by the key players looking forward to increasing their market share.

The growing demand for geographic information system solutions for government applications in developing countries, such as China and India, is driving the growth of the GIS market in the APAC region. Recently, the Government of India started the "Digital India" initiative, where the government, along with private sector companies, is expected to further invest in improving internet connectivity and location-based services infrastructure across the country.

There are about 250 geospatial startups in India, according to the Union Minister of Science and Technology, who spoke at the second United Nations World Geospatial Information Congress (UN-WGIC). The Indian government has allocated funds for a geospatial incubator to boost the industry. The Minister further stated that to illustrate the uses of geospatial technology, national organizations such as the Survey of India, the Geological Survey of India, the National Atlas and Thematic Mapping Organization (NATMO), the Indian Space Research Organization (ISRO), and the National Informatics Centre carried out a number of GIS-based pilot projects in a variety of fields, including waste resource management, forestry, urban planning, etc.

The Japanese GIS market is witnessing stable growth due to the shrinking agriculture industry and rapid urbanization. XAG and Bayer Crop Science signed a business agreement for drone application technology in Japan to meet the challenge of reducing agriculture labor. Such initiatives are estimated to propel market growth in the region.

Over the years, several geographic information system vendors have also come up with innovative products to suit the requirements of governments in developing countries. The country is also expected to develop geographic information system-based data for land records, land management, and ownership details.

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Geographic Information System Market Competitor Analysis

The geographic information system market appears to be led by market leaders, such as Hexagon AB, Topcon Corporation, Trimble Inc., Autodesk Inc., Environmental Systems Research Institute Inc. (ESRI), Bentley Systems Inc., Caliper Corporation, Pitney Bowes Inc. Major Players are investing in R&D for innovating their products, continuously. Some of the key developments in the market are:

In May 2022, By 2030, Papua New Guinea (PNG) will have more than 50% of its population electrified, according to the United States Agency for International Development's (USAID) Electrification Global Information System (GIS) platform. The technology would initially be accessible to several hundred consumers in the electrical sector, according to USAID. Owing to this interactive mapping application, stakeholders involved in electricity in PNG can examine numerous metrics related to regional demographics and communities.

Additional Benefits:

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

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