Global Digital Map Market 2015-2019

Description:

About digital maps

Digital mapping is a process by which data is collected and compiled to form a virtual image. The data compiled is used to produce maps that accurately represent a particular geographical area or feature, including major roads, rivers, and important landmarks such as airports, tourist attractions, and hospitals. Digital mapping technology also provides an option to calculate the distance between different places.

Digital maps are being increasingly used for various location-enabled applications such as Google Earth, Google Maps, and Foursquare. However, the technology is primarily used in GPS satellite networks of automotive navigation systems. With advancement in GPS technology, several useful features such as live traffic updates and places of interest have been added, making the systems more user-friendly. In many cases, users have the option of choosing between virtual maps, satellite, or hybrid views according to their requirement. The information on digital mapping devices is continuously updated to include new landmarks and places of interest.

The analysts forecast the global digital map market to grow at a CAGR of 11.07 percent over the period 2014-2019.

Covered in this report

The global digital map market can be segmented into two: indoor and outdoor maps. The outdoor digital map market can be further sub-segmented into automotive navigation, mobile and internet, and public sector agencies and enterprises.

The report, Global Digital Map Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers North America, Latin America, Western Europe, APAC, MEA, and other regions; it also covers the global digital map market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key regions

- APAC
- Latin America
- MEA
- North America
- Others
- Western Europe

Key vendors

- Alibaba (AutoNavi)
- Apple
- Google
- HERE
- MapmyIndia
- Micello
- NavInfo
- TomTom

Other prominent vendors

- ArcGIS Online (Esri)
- Baidu Maps
- Bhuvan
- Bing Maps (Microsoft)
- GeoMapserver
- Inrix
- Magellan Navigation
- Mapion
- MapmyIndia (CE Info Systems)
- Mappy
- MapQuest
- MapSherpa
- NearMap
- OpenStreetMap
- Roadtrippers
- ViaMichelin
- WikiMapia
- WoNoBo (Genesys International)
- Yahoo! Maps (Yahoo)
- Zenrin

Market driver

- Increasing adoption of digital maps
- For a full, detailed list, view our report

Market challenge

- Stringent regulations and legal challenges
- For a full, detailed list, view our report

Market trend

- Increased development of new category of maps
- For a full, detailed list, view our report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
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