LBS Market in India 2015-2019

Description:

About LBS
LBS is used to track the location of users within a wireless network using location-enabled devices. LBS makes use of GIS technology and the Internet to track the location of users. The various location-enabled mobile devices are smartphones, tablets, PNDs, and location-enabled in-dash devices. LBS is used for discovering places and routes, tracking, obtaining traffic updates and real-time directions, routes to landmarks, information regarding ongoing local events, finding friends, location-based advertising, location-based shopping, location-based social networking, and location-enabled searches. It is also used for location-based entertainment and infotainment.

The analysts forecast the LBS market in India to grow at a CAGR of 58.61% over the period 2014-2019.

Covered in this report
The report includes the present scenario and the growth prospects of the LBS market in India for the period 2015-2019. The market can be segmented based on application: location-based navigation, location-based tracking, location-based infotainment, location-based search and advertising, location-based analytics, indoor LBS, location-based recreation and fitness, and other applications.

The report, LBS Market in India 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key vendors
- AdNear
- CanvasM Technologies
- Garmin International
- MapmyIndia

Other prominent vendors
- Apple
- Bharti Airtel
- Bhuvan
- Bing
- ESRI
- e-Zest
- Facebook
- FLAGMYOFFER
- Genesys
- Google
- HERE
- Hoppr
- InMobi
- Intergraph
- LocationGuru
- Mahindra Comviva
- Mojostreet Infomedia Services
- MyCityWay
- Nofloats
- Polaris Wireless
- SatNav Technology
- SaveZippy
- Scanpoint Geomatics
- Spime
- Syniverse Technologies
- Tata Teleservices
- Telenity
- TomTom
Key market driver
- Increased adoption of mobile internet
- For a full, detailed list, view our report

Key market challenge
- Privacy concerns
- For a full, detailed list, view our report

Key market trend
- LBS induced social networking
- 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?
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