Mobile LBS Market in Southeast Asia 2015-2019

Description: About Mobile LBS
LBS uses the positioning capabilities of wireless applications to deliver innovative services to mobile device users. LBS offers a cost-effective engagement with these users. LBS uses GIS technology and the internet to track a user’s location. The various location-enabled mobile devices are smartphones, tablets, PNDs, and devices fitted in vehicles. The key features of LBS include real-time directions, friend finders, location-based social networking, real-time tracking, location-based advertising, discovering places, and location-induced searches. It also generates information regarding ongoing local events, shopping, and location-based entertainment options.

The analysts forecast mobile LBS market in Southeast Asia market to grow at a CAGR of 62.12% over the period 2014-2019.

Covered in this Report
The report includes the present scenario and the growth prospects of the mobile LBS market in Southeast Asia for the period 2015-2019. The market can be segmented by application into the following: location-based navigation, location-based search and advertising, indoor LBS, location-based infotainment, location-based tracking, analytics, recreation and fitness, and others.

The report, Mobile LBS Market in Southeast Asia 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers major countries in Southeast Asia such as Singapore, Malaysia, Thailand, Philippines, and Indonesia; it also covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- Indonesia
- Malaysia
- Philippines
- Singapore
- Thailand

Key Vendors
- AdNear
- Digi Telecommunications
- Foursquare Labs
- Globe Telecom
- Google
- HERE
- Maxis Communications
- TomTom

Other Prominent Vendors
- Airbnb
- Advanced Info Service
- Bouncity
- Burpple
- Celcom Mobile
- Hungry Go Where (SingTel)
- Picky
- PT Indosat
- ShowNearby
- Smaato (Adsmobi)
- Smart Communications
- Telkomsel
- Total Access Communication
- U Mobile
- Wimdu
- XL Axiata
- Yelp
- Yoose

Emerging Vendors
- iPointi
- Jatis Mobile
- Komli Mobile
- looloo
- MappointAsia (Thailand)
- Shoppertise
- TaxiMonger
- Tripid
- Withlocals
- w-LOCATE
- Yotomo

Key Market Driver
- Increase in Sales of Smartphones
  - For a full, detailed list, view our report

Key Market Challenge
- Concern on Data Privacy
  - For a full, detailed list, view our report

Key Market Trend
- Use of Analytics to Increase Consumer Engagement
  - 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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