Mobile Mapping Market by Segment (Location-Based Services, Location-Based Search, Indoor Mapping, 3D Mapping, Licensing Subscription and Support), by User Type (Individual, Enterprise), by Industry Vertical and by Region - Global Forecast to 2020

Description: “Expansive penetration of mobile devices to drive the mobile mapping market”

The mobile mapping market size is estimated to grow from USD 10.28 billion in 2015 to USD 26.60 billion by 2020, at a CAGR of 20.9% from 2015 to 2020. The mobile mapping market is driven by factors such as a rise in the usage of mobile devices to access location-based information that help make informed decisions, the growing government regulations and standards such as 911 emergency mandates across the U.S., and improved network connectivity for uninterrupted internet for accessing these solutions and services.

“Indoor mapping to gain maximum traction during the forecast period”

The Location-Based Services (LBS) segment in the mobile mapping market is estimated to hold the largest market share during the forecast period. Furthermore, as outdoor mapping has entered the mainstream, thereby turning the focus of the vendors towards indoor mapping data collection and provisioning of related solutions and services.

“Transportation and logistics vertical is expected to hold the largest share of the mobile mapping market”

The mobile mapping market is projected to witness growth in the manufacturing, media and entertainment, and retail sectors, with transportation and logistics vertical holding the largest market share during the forecast period. Factors such as delivering enhanced customer experience through real-time information of vehicles are driving the growth of mobile mapping across the transportation and logistics vertical.

“North America expected to dominate the mobile mapping market”

North America is expected to hold the largest market share and APAC is expected to grow at the highest CAGR from 2015 to 2020 due to the large scale penetration of mobile devices equipped with GPS and improved network connectivity.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people.

Breakup of profile of primary participants is as follows:

- By Company Type -Tier 1 (17%), Tier 2 (50%) and Tier 3 (33%) companies.
- By Designation -C-level (14%), Director level (29%) and other executives (57%)
- By regions -North America (50%), Europe (33%), and APAC (17%).

Due to the expansive technological progressions network connectivity and robust computing mobile device, the mobile mapping market offers tremendous upcoming opportunities for growth in the next five years. With the integration of wearable technology with mobile mapping, huge prospects are released for vendors to offer augmented mobile mapping solutions and services.

The various key mobile mapping providers profiled in the report are as follows:

1. Google
2. Apple
3. Microsoft
4. Telecommunication Systems
5. Foursquare Labs
6. Trimble Navigation
7. Ericsson
8. TomTom NV  
9. Qualcomm Atheros  
10. MapQuest  

Reasons to buy the report  

The report will help the market leaders/new entrants in this market in the following ways:  
1. This report segments the mobile mapping market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different verticals and regions.  
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.  
3. This report will help stakeholders to better understand the competitor and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers, and acquisitions.  

Contents:  
1 Introduction  
1.1 Objectives Of The Study  
1.2 Market Definition  
1.3 Market Scope  
1.3.1 Markets Covered  
1.3.2 Years Considered For The Study  
1.4 Currency  
1.5 Limitations  
1.6 Stakeholders  

2 Research Methodology  
2.1 Research Data  
2.1.1 Secondary Data  
2.1.1.1 Key Data From Secondary Sources  
2.1.2 Primary Data  
2.1.2.1 Key Data From Primary Sources  
2.1.2.2 Key Industry Insights  
2.1.2.3 Breakdown Of Primary Interviews  
2.2 Market Size Estimation  
2.2.1 Bottom-Up Approach  
2.2.2 Top-Down Approach  
2.3 Market Breakdown And Data Triangulation  
2.4 Assumptions  

3 Executive Summary  

4 Premium Insights  
4.1 Attractive Opportunities In The Mobile Mapping Market  
4.2 Global Mobile Mapping Market, By Segments  
4.3 Global Mobile Mapping Market, By Regions And Segments  
4.4 Global Mobile Mapping Market Potential  
4.5 Global Mobile Mapping Market, By User Type  
4.6 Mobile Mapping Regional Market  
4.7 Mobile Mapping Growth Matrix  
4.8 Life Cycle Analysis, By Region, 2015  

5 Market Overview  
5.1 Introduction  
5.2 Evolution  
5.3 Market Segmentation  
5.3.1 By Segment  
5.3.2 By User Type  
5.3.3 By Industry Vertical  
5.3.4 By Region  
5.4 Market Dynamics  
5.4.1 Drivers
5.4.1.1 Expansive Penetration Of Mobile Devices
5.4.1.2 Improved Network Connectivity
5.4.2 Restraints
5.4.2.1 Prevalence Of Privacy And Data Security Apprehensions
5.4.2.2 Lack Of Awareness About Lbs
5.4.3 Opportunities
5.4.3.1 Mobile Mapping Integration With Wearable Smart Devices
5.4.3.2 Growth Of Mapping Analytics
5.4.4 Challenges
5.4.4.1 Concerns About Location Accuracy And Data Quality
5.4.5 Winning Imperatives
5.4.5.1 Turning Mobile Mapping Alluring To Business Users

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter’S Five Forces Analysis
6.3.1 Threat Of New Entrants
6.3.2 Threat Of Substitutes
6.3.3 Bargaining Power Of Suppliers
6.3.4 Bargaining Power Of Buyers
6.3.5 Intensity Of Competitive Rivalry
6.4 Business Models And Pricing Trends
6.4.1 Freemium
6.4.2 Subscription-Based, Pay-Per View, Syndication, And Micro Payments
6.4.3 Infrastructure And Application Service, Consulting Fees
6.4.4 Business And Pricing Models For The Future

7 Global Mobile Mapping Market Analysis, By Segment
7.1 Introduction
7.2 Location-Based Service (Lbs)
7.3 Location-Based Search
7.4 Indoor Mapping
7.5 Three Dimension (3D) Mapping
7.6 Licensing, Subscription, And Support

8 Global Mobile Mapping Market Analysis, By User Type
8.1 Introduction
8.2 Individuals
8.3 Enterprises

9 Global Mobile Mapping Market Analysis, By Industry Vertical
9.1 Introduction
9.2 Transportation And Logistics
9.3 Government And Public
9.4 Banking, Financial Services, And Insurance (Bfsi)
9.5 Real Estate
9.6 Manufacturing
9.7 Telecommunication
9.8 Travel And Hospitality
9.9 Retail
9.10 Media And Entertainment
9.11 Others

10 Geographic Analysis
10.1 Introduction
10.2 North America
10.3 Europe
10.4 Asia-Pacific (APAC)
10.5 Middle East And Africa (MEA)
10.6 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situation And Trends
11.2.1 Partnerships
11.2.2 New Product Launches
11.2.3 Mergers And Acquisitions

12 Company Profiles
12.1 Introduction
   (Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, MNM View)*
12.2 Google, Inc.
12.3 Apple, Inc.
12.4 Microsoft Corporation
12.5 Telecommunication Systems, Inc. (TCS)
12.6 Foursquare Labs, Inc.
12.7 Trimble Navigation Ltd.
12.8 Ericsson
12.9 Tomtom NV
12.10 Qualcomm Atheros, Inc.
12.11 Mapquest, Inc.
   *Details On Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, MNM View Might Not Be Captured In Case Of Unlisted Companies.

13 Appendix
13.1 Insights Of Industry Experts
13.2 Discussion Guide
13.3 Introducing Rt: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List Of Tables

Table 1 Global Mobile Mapping Market Size And Growth, 2013–2020 (USD Million, Y-O-Y %)
Table 2 Mobile Mapping Market: Summary Of Drivers
Table 3 Mobile Mapping Market: Summary Of Restraints
Table 4 Mobile Mapping Market: Summary Of Opportunities
Table 5 Mobile Mapping Market: Summary Of Challenges
Table 6 Global Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 7 Lbs: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 8 Location-Based Search: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 9 Indoor Mapping: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 10 3D Mapping: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 11 Licensing, Subscription, And Support: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 12 Global Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 13 Individual: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 14 Enterprises: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 15 Global Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 16 Transportation And Logistics: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 17 Government And Public: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 18 Bfsi: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 19 Real Estate: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 20 Manufacturing: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 21 Telecommunication: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 22 Travel And Hospitality: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 23 Retail: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 24 Media And Entertainment: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 25 Others: Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 26 Global Mobile Mapping Market Size, By Region, 2013–2020 (USD Million)
Table 27 North America: Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 28 North America: Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 29 North America: Enterprise Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 30 Europe: Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 31 Europe: Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 32 Europe: Enterprise Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 33 Asia-Pacific: Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 34 Asia-Pacific: Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 35 Asia-Pacific: Enterprise Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 36 Middle East And Africa: Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 37 Middle East And Africa: Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 38 Middle East And Africa: Enterprise Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 39 Latin America: Mobile Mapping Market Size, By Segment, 2013–2020 (USD Million)
Table 40 Latin America: Mobile Mapping Market Size, By User Type, 2013–2020 (USD Million)
Table 41 Latin America: Enterprise Mobile Mapping Market Size, By Industry Vertical, 2013–2020 (USD Million)
Table 42 Partnerships, 2013–2015
Table 43 New Product Launches, 2013–2015
Table 44 Mergers And Acquisitions, 2013–2015

List Of Figures

Figure 1 Mobile Mapping Market Segmentation
Figure 2 Mobile Mapping Market: Research Design
Figure 3 Breakdown Of Primary Interview: By Company Type, Designation, And Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 Indoor Mapping In The Mobile Mapping Market Is Expected To Grow Rapidly During The Forecast Period
Figure 8 Manufacturing, Media And Entertainment And Retail Are Expected To Exhibit The Highest Growth During The Forecast Period
Figure 9 Global Mobile Mapping Market Share, 2015: North America Is Expected To Hold The Largest Market Share
Figure 10 Increasing Business Tie-Ups With Device Manufacturers Act As An Attractive Market Opportunity In The Global Mobile Mapping Market
Figure 11 Indoor Mapping Is The Fastest Growing Mobile Mapping Segment
Figure 12 North America Is Expected To Hold The Maximum Share In The Mobile Mapping Segment Market In 2015
Figure 13 Asia-Pacific Is Expected To Have The Highest Market Growth Potential In The Mobile Mapping
Figure 14 Individual Is Expected To Dominate The Market During The Forecast Period
Figure 15 Asia-Pacific Is Expected To Grow At The Fastest Rate During The Forecast Period
Figure 16 Global Mobile Mapping Growth Matrix
Figure 17 Asia-Pacific Market Is Expected To Be In The High Growth Phase In The Coming Years
Figure 18 Mobile Mapping: Market Evolution
Figure 19 Mobile Mapping Market Segmentation: By Segment
Figure 20 Mobile Mapping Market Segmentation: By User Type
Figure 21 Mobile Mapping Market Segmentation: By Industry Vertical
Figure 22 Mobile Mapping Market Segmentation: By Region
Figure 23 Mobile Mapping Market: Drivers, Restraints, Opportunities, And Challenges
Figure 24 Value Chain Analysis (2015): Mobile Mapping Service Providers Play A Major Role
Figure 25 Porter’s Five Forces Analysis (2015): High Market Growth Rate Is Increasing The Competition In The Industry
Figure 26 Lbs Is Expected To Hold The Largest Market Share In The Mobile Mapping Market
Figure 27 North America Is Expected To Contribute Substantially Toward Lbs In The Mobile Mapping Market
Figure 28 Individuals Are Expected To Dominate The Mobile Mapping Market
Figure 29 Individual User Type In Asia-Pacific Is Expected To Grow At The Highest Cagr During The Forecast Period
Figure 30 Manufacturing, Media And Entertainment, And Telecommunication Verticals Are Expected To Grow Substantially In The Mobile Mapping Market During The Forecast Period
Figure 31 Telecommunication Vertical Is Expected To Grow At The Highest Cagr In Asia-Pacific During The Forecast Period
Figure 32 Geographic Snapshot: Asia-Pacific Market Is Emerging As New Hotspot
Figure 33 Asia-Pacific: An Attractive Destination For Mobile Mapping
Figure 34 North America Market Snapshot
Figure 35 Asia-Pacific Mobile Mapping Market Snapshot
Figure 36 Companies Adopted New Product Launches As The Key Growth Strategy Between 2013 And 2015
Figure 37 Market Evaluation Framework
Figure 38 Battle For Market Share: Partnerships Was The Key Strategy Adopted By The Key Players In The Market
Figure 39 Geographic Revenue Mix Of Top 4 Market Players
Figure 40 Google, Inc.: Company Snapshot
Figure 41 Google, Inc.: Swot Analysis
Figure 42 Apple, Inc.: Company Snapshot
Figure 43 Apple, Inc.: Swot Analysis
Figure 44 Microsoft Corporation: Company Snapshot
Figure 45 Microsoft Corporation: Swot Analysis
Figure 46 Telecommunication System, Inc.: Company Snapshot
Figure 47 Telecommunication Systems, Inc.: Swot Analysis
Figure 48 Foursquare Labs, Inc.: Swot Analysis
Figure 49 Trimble Navigation Ltd.: Company Snapshot
Figure 50 Ericsson: Company Snapshot
Figure 51 Tomtom NV: Company Snapshot

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3515846/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Mobile Mapping Market by Segment (Location-Based Services, Location-Based Search, Indoor Mapping, 3D Mapping, Licensing Subscription and Support), by User Type (Individual, Enterprise), by Industry Vertical and by Region - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3515846/
Office Code: SCWPIKI4

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 7150</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 8500</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 9650</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 11000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World