Mobile Mapping Market Analysis: by User Type (Individual and Enterprises); Application (Transportation, Retail, Manufacturing, Government and Public and Others); and Geography - Forecast 2016-2021

Description: Mobile mapping solutions are used by individuals and enterprises in order to access the location-based information and real-time. This helps to making some informed decisions. Mobile mapping are of various types such as indoor mapping and 3D mapping. Various application of mobile mapping includes the transportation and logistics, real estate, manufacturing and telecommunication. Some other applications include government and public, retail and hospitality. Revenue generated from mobile mapping market is expected to increase at moderately high CAGR over the forecast period.

The increasing demand for mobile is expected to increase the demand for mobile mapping in the near future. The increasing traction for mobile apps is expected to augment the mobile mapping market by the end of forecast period. Increasing access to location based services is gaining traction in the global mobile mapping market in the recent past. In addition to this, increasing penetration of rapid computing mobile devices is expected to be a major driver for the growth of global mobile mapping market. Increasing government regulations pertaining to emergency responses and improved internet connectivity is expected to boost the global mobile mapping market over the forecast period. Lack of awareness and high cost is expected to be the major restraining factor for the growth of global mobile mapping market over the forecast period. Lack of skilled labor is also expected to confine the growth of mobile mapping market in the forecast period.

The global mobile mapping market is classified on the basis of user type as follows individual and enterprise. The global Mobile Mapping Market is further bifurcated on the basis of application into transportation, retail, manufacturing, government and public and others. Transportation and logistics segment is expected to contribute maximum share in the global mobile mapping market. Increasing retail market is also expected to drive the growth of global mobile mapping market over the forecast period.

Lastly, the global mobile mapping market is bifurcated by regions as North America, Asia Pacific, Europe and Rest of the World. North America is expected to dominate the global mobile mapping market in the near future. Asia Pacific is expected to witness high growth in the global mobile mapping market. In addition to this, Europe being mature market is expected to witness sluggish growth over the forecast period. Japan is also expected to witness high growth in the global mobile mapping market over the forecast period. Middle East and Africa is also expected to witness moderately high growth in the global mobile mapping market in the near future.

Some of the key players identified in the global mobile mapping market include: Ericsson (Sweden), Trimble Navigation Ltd. (California), Mapquest, Inc. (U.S.), Foursquare Labs, Inc.(U.S.), and TomTom International BV (Netherlands) among others.

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