

App Analytics Market by Component (Software and Service), Type (Mobile App Analytics, and Web App Analytics), Deployment Mode (On-Premise and Cloud), Application (Marketing Analytics, Performance Analytics, In-app Analytics, Revenue Analytics, and Others), Industry Vertical (Gaming, Entertainment, Social Media, IT & Telecom, Health & Fitness, Travel & Hospitality, Retail & E-Commerce, Education & Learning, BFSI, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

App Analytics Market Overview:

App analytics software helps drive personalized and customer-focused marketing and monitors the performance of desktop, mobile, and other device applications. Organizations use this software to make better-informed and more data-driven decisions. The infusion of new data-driven insights helps companies improve their product, marketing, and overall profitability. App analytics help companies to unlock new growth opportunities.

Increase in inclination of enterprises toward mobile-based advertising, growth in number of mobile & web apps, and rise in investment in the analytics technology are the factors that drive the growth of the market. However, availability of open source alternatives and non-uniformity of data act as major deterrents to the market growth. Furthermore, major shift toward customer-focused marketing is believed to create significant demand

for the app analytics market. Besides, increase in focus on higher ROI and growth in trend of bring-your-own-devices (BYOD) provide opportunities for the growth of the market.

The global app analytics market is segmented based on component, type, deployment mode, applications, industry verticals, and regions. In terms of component, the market is categorized into software and service. Based on type, it is divided into mobile app analytics and web app analytics. Based on deployment mode, it is bifurcated into cloud and on premise. Based on application, it is classified into marketing analytics, performance analytics, in-app analytics, revenue analytics, and others. In terms of industry vertical, the market is classified into gaming, entertainment, social media, IT & telecom, health & fitness, travel & hospitality, retail & e-commerce, education & learning, BFSI, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The global app analytics market is dominated by Adobe, Appsee, IBM Corporation, Countly, Mixpanel, Localytics, App Annie, Appdynamics, Appsflyer, and Clevertap.

Key Benefits for App Analytics Market:

The study provides an in-depth analysis of the global app analytics market and current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analyses on the market is provided.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the global app analytics industry.

The quantitative analysis of the global app analytics market from 2017 to 2025 is provided to determine the market potential.

App Analytics Key Market Segments:

By Component

Software

Service

By Type

Mobile App Analytics

Web App Analytics

By Deployment Mode

On premise

Cloud

By Application

Marketing Analytics

Performance Analytics

In-App Analytics

Revenue Analytics

Others

By Industry Vertical

Gaming

Entertainment

Social Media

IT & Telecom

Health & Fitness

Travel & Hospitality

Retail & E-Commerce

Education & Learning

BFSI

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of APAC

LAMEA

Latin America

Middle East

Africa

Key Market Players

Adobe

Appsee

IBM Corporation

Countly

Mixpanel

Localytics

App Annie

Appdynamics

Appsflyer

Clevertap

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Research methodology
 - 1.3.1. Secondary research
 - 1.3.2. Primary research
 - 1.3.3. Analyst tools & models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
 - 3.2.3. Top winning strategies
- 3.3. Porter's five forces analysis
- 3.4. Key player positioning, 2017
- 3.5. Market dynamics
 - 3.5.1. Drivers
 - 3.5.1.1. Increase in inclination of enterprises toward mobile-based advertising
 - 3.5.1.2. Major shift toward personalized and customer-focused marketing
 - 3.5.1.3. Growing penetration rate of smartphones and other smart devices
 - 3.5.2. Restraints
 - 3.5.2.1. Availability of open source alternatives
 - 3.5.2.2. Concerns over data privacy in mobile apps
 - 3.5.3. Opportunities
 - 3.5.3.1. Increase in focus on higher ROI
 - 3.5.3.2. Emergence of bring-your-own-device (BYOD) and bring-your-own-apps (BYOA)

CHAPTER 4: APP ANALYTICS MARKET, BY TYPE

- 4.1. Overview
- 4.2. Mobile App Analytics
 - 4.2.1. Key market trends
 - 4.2.2. Key growth factors and opportunities
 - 4.2.3. Market size and forecast, by region
 - 4.2.4. Market analysis by country
- 4.3. Web App Analytics
 - 4.3.1. Key market trends
 - 4.3.2. Key growth factors and opportunities
 - 4.3.3. Market size and forecast, by region
 - 4.3.4. Market analysis by country

CHAPTER 5: APP ANALYTICS MARKET, BY COMPONENT

- 5.1. Overview
- 5.2. Software
 - 5.2.1. Key market trends
 - 5.2.2. Key growth factors and opportunities
 - 5.2.3. Market size and forecast, by region
 - 5.2.4. Market analysis by country
- 5.3. Services
 - 5.3.1. Key market trends
 - 5.3.2. Key growth factors and opportunities
 - 5.3.3. Market size and forecast, by region
 - 5.3.4. Market analysis by country

CHAPTER 6: APP ANALYTICS MARKET, BY DEPLOYMENT MODE

- 6.1. Overview
- 6.2. On-premise
 - 6.2.1. Key market trends
 - 6.2.2. Key growth factors and opportunities
 - 6.2.3. Market size and forecast, by region
 - 6.2.4. Market analysis by country
- 6.3. Cloud
 - 6.3.1. Key market trends
 - 6.3.2. Key growth factors and opportunities
 - 6.3.3. Market size and forecast, by region
 - 6.3.4. Market analysis by country

CHAPTER 7: APP ANALYTICS MARKET, BY APPLICATIONS

- 7.1. Overview
- 7.2. Advertising and Marketing Analytics
 - 7.2.1. Key market trends
 - 7.2.2. Key growth factors and opportunities
 - 7.2.3. Market size and forecast, by region
 - 7.2.4. Market analysis by country
- 7.3. App Performance Analytics
 - 7.3.1. Key market trends
 - 7.3.2. Key growth factors and opportunities
 - 7.3.3. Market size and forecast, by region
 - 7.3.4. Market analysis by country
- 7.4. User Analytics
 - 7.4.1. Key market trends
 - 7.4.2. Key growth factors and opportunities
 - 7.4.3. Market size and forecast, by region
 - 7.4.4. Market analysis by country
- 7.5. Revenue Analytics
 - 7.5.1. Key market trends
 - 7.5.2. Key growth factors and opportunities
 - 7.5.3. Market size and forecast, by region
 - 7.5.4. Market analysis by country

CHAPTER 8: APP ANALYTICS MARKET, BY INDUSTRY VERTICAL

- 8.1. Overview
- 8.2. Gaming
 - 8.2.1. Key market trends
 - 8.2.2. Key growth factors and opportunities
 - 8.2.3. Market size and forecast, by region
 - 8.2.4. Market analysis by country
- 8.3. Entertainment
 - 8.3.1. Key market trends
 - 8.3.2. Key growth factors and opportunities
 - 8.3.3. Market size and forecast, by region
 - 8.3.4. Market analysis by country
- 8.4. Social Media

- 8.4.1. Key market trends
- 8.4.2. Key growth factors and opportunities
- 8.4.3. Market size and forecast, by region
- 8.4.4. Market analysis by country
- 8.5. IT & Telecom
 - 8.5.1. Key market trends
 - 8.5.2. Key growth factors and opportunities
 - 8.5.3. Market size and forecast, by region
 - 8.5.4. Market analysis by country
- 8.6. Health & Fitness
 - 8.6.1. Key market trends
 - 8.6.2. Key growth factors and opportunities
 - 8.6.3. Market size and forecast, by region
 - 8.6.4. Market analysis by country
- 8.7. Travel & Hospitality
 - 8.7.1. Key market trends
 - 8.7.2. Key growth factors and opportunities
 - 8.7.3. Market size and forecast, by region
 - 8.7.4. Market analysis by country
- 8.8. Retail & E-Commerce
 - 8.8.1. Key market trends
 - 8.8.2. Key growth factors and opportunities
 - 8.8.3. Market size and forecast, by region
 - 8.8.4. Market analysis by country
- 8.9. Education & Learning
 - 8.9.1. Key market trends
 - 8.9.2. Key growth factors and opportunities
 - 8.9.3. Market size and forecast, by region
 - 8.9.4. Market analysis by country
- 8.10. BFSI
 - 8.10.1. Key market trends
 - 8.10.2. Key growth factors and opportunities
 - 8.10.3. Market size and forecast, by region
 - 8.10.4. Market analysis by country
- 8.11. Others
 - 8.11.1. Key market trends
 - 8.11.2. Key growth factors and opportunities
 - 8.11.3. Market size and forecast, by region
 - 8.11.4. Market analysis by country

CHAPTER 9: APP ANALYTICS MARKET, BY REGION

9.1. Overview

9.2. North America

9.2.1. Key market trends

9.2.2. Key growth factors and opportunities

9.2.3. Market size and forecast

9.2.3.1. Market size and forecast, by type

9.2.3.2. Market size and forecast, by component

9.2.3.3. Market size and forecast, by deployment mode

9.2.3.4. Market size and forecast, by applications

9.2.3.5. Market size and forecast, by industry vertical

9.2.3.6. Market size and forecast, by country

9.2.3.7. U.S.

9.2.3.7.1. Market size and forecast, by type

9.2.3.7.2. Market size and forecast, by component

9.2.3.7.3. Market size and forecast, by deployment mode

9.2.3.7.4. Market size and forecast, by applications

9.2.3.7.5. Market size and forecast, by industry vertical

9.2.3.8. Canada

9.2.3.8.1. Market size and forecast, by type

9.2.3.8.2. Market size and forecast, by component

9.2.3.8.3. Market size and forecast, by deployment mode

9.2.3.8.4. Market size and forecast, by applications

9.2.3.8.5. Market size and forecast, by industry vertical

9.3. Europe

9.3.1. Key market trends

9.3.2. Key growth factors and opportunities

9.3.3. Market size and forecast

9.3.3.1. Market size and forecast, by type

9.3.3.2. Market size and forecast, by component

9.3.3.3. Market size and forecast, by deployment mode

9.3.3.4. Market size and forecast, by applications

9.3.3.5. Market size and forecast, by industry vertical

9.3.3.6. Market size and forecast, by country

9.3.3.7. UK

9.3.3.7.1. Market size and forecast, by type

9.3.3.7.2. Market size and forecast, by component

- 9.3.3.7.3. Market size and forecast, by deployment mode
- 9.3.3.7.4. Market size and forecast, by applications
- 9.3.3.7.5. Market size and forecast, by industry vertical
- 9.3.3.8. Germany
 - 9.3.3.8.1. Market size and forecast, by type
 - 9.3.3.8.2. Market size and forecast, by component
 - 9.3.3.8.3. Market size and forecast, by deployment mode
 - 9.3.3.8.4. Market size and forecast, by applications
 - 9.3.3.8.5. Market size and forecast, by industry vertical
- 9.3.3.9. France
 - 9.3.3.9.1. Market size and forecast, by type
 - 9.3.3.9.2. Market size and forecast, by component
 - 9.3.3.9.3. Market size and forecast, by deployment mode
 - 9.3.3.9.4. Market size and forecast, by applications
 - 9.3.3.9.5. Market size and forecast, by industry vertical
- 9.3.3.10. Italy
 - 9.3.3.10.1. Market size and forecast, by type
 - 9.3.3.10.2. Market size and forecast, by component
 - 9.3.3.10.3. Market size and forecast, by deployment mode
 - 9.3.3.10.4. Market size and forecast, by applications
 - 9.3.3.10.5. Market size and forecast, by industry vertical
- 9.3.3.11. Rest of Europe
 - 9.3.3.11.1. Market size and forecast, by type
 - 9.3.3.11.2. Market size and forecast, by component
 - 9.3.3.11.3. Market size and forecast, by deployment mode
 - 9.3.3.11.4. Market size and forecast, by applications
 - 9.3.3.11.5. Market size and forecast, by industry vertical
- 9.4. Asia-Pacific
 - 9.4.1. Key market trends
 - 9.4.2. Key growth factors and opportunities
 - 9.4.3. Market size and forecast
 - 9.4.3.1. Market size and forecast, by type
 - 9.4.3.2. Market size and forecast, by component
 - 9.4.3.3. Market size and forecast, by deployment mode
 - 9.4.3.4. Market size and forecast, by applications
 - 9.4.3.5. Market size and forecast, by industry vertical
 - 9.4.3.6. Market size and forecast, by country
 - 9.4.3.7. China
 - 9.4.3.7.1. Market size and forecast, by type

- 9.4.3.7.2. Market size and forecast, by component
- 9.4.3.7.3. Market size and forecast, by deployment mode
- 9.4.3.7.4. Market size and forecast, by applications
- 9.4.3.7.5. Market size and forecast, by industry vertical
- 9.4.3.8. India
 - 9.4.3.8.1. Market size and forecast, by type
 - 9.4.3.8.2. Market size and forecast, by component
 - 9.4.3.8.3. Market size and forecast, by deployment mode
 - 9.4.3.8.4. Market size and forecast, by applications
 - 9.4.3.8.5. Market size and forecast, by industry vertical
- 9.4.3.9. Japan
 - 9.4.3.9.1. Market size and forecast, by type
 - 9.4.3.9.2. Market size and forecast, by component
 - 9.4.3.9.3. Market size and forecast, by deployment mode
 - 9.4.3.9.4. Market size and forecast, by applications
 - 9.4.3.9.5. Market size and forecast, by industry vertical
- 9.4.3.10. Australia
 - 9.4.3.10.1. Market size and forecast, by type
 - 9.4.3.10.2. Market size and forecast, by component
 - 9.4.3.10.3. Market size and forecast, by deployment mode
 - 9.4.3.10.4. Market size and forecast, by applications
 - 9.4.3.10.5. Market size and forecast, by industry vertical
- 9.4.3.11. South Korea
 - 9.4.3.11.1. Market size and forecast, by type
 - 9.4.3.11.2. Market size and forecast, by component
 - 9.4.3.11.3. Market size and forecast, by deployment mode
 - 9.4.3.11.4. Market size and forecast, by applications
 - 9.4.3.11.5. Market size and forecast, by industry vertical
- 9.4.3.12. Rest of Asia-pacific
 - 9.4.3.12.1. Market size and forecast, by type
 - 9.4.3.12.2. Market size and forecast, by component
 - 9.4.3.12.3. Market size and forecast, by deployment mode
 - 9.4.3.12.4. Market size and forecast, by applications
 - 9.4.3.12.5. Market size and forecast, by industry vertical
- 9.5. LAMEA
 - 9.5.1. Key market trends
 - 9.5.2. Key growth factors and opportunities
 - 9.5.3. Market size and forecast
 - 9.5.3.1. Market size and forecast, by type

- 9.5.3.2. Market size and forecast, by component
- 9.5.3.3. Market size and forecast, by deployment mode
- 9.5.3.4. Market size and forecast, by applications
- 9.5.3.5. Market size and forecast, by industry vertical
- 9.5.3.6. Market size and forecast, by country
- 9.5.3.7. Latin America
 - 9.5.3.7.1. Market size and forecast, by type
 - 9.5.3.7.2. Market size and forecast, by component
 - 9.5.3.7.3. Market size and forecast, by deployment mode
 - 9.5.3.7.4. Market size and forecast, by applications
 - 9.5.3.7.5. Market size and forecast, by industry vertical
- 9.5.3.8. Middle East
 - 9.5.3.8.1. Market size and forecast, by type
 - 9.5.3.8.2. Market size and forecast, by component
 - 9.5.3.8.3. Market size and forecast, by deployment mode
 - 9.5.3.8.4. Market size and forecast, by applications
 - 9.5.3.8.5. Market size and forecast, by industry vertical
- 9.5.3.9. Africa
 - 9.5.3.9.1. Market size and forecast, by type
 - 9.5.3.9.2. Market size and forecast, by component
 - 9.5.3.9.3. Market size and forecast, by deployment mode
 - 9.5.3.9.4. Market size and forecast, by applications
 - 9.5.3.9.5. Market size and forecast, by industry vertical

CHAPTER 10: COMPANY PROFILE

- 10.1. Adobe
 - 10.1.1. Company overview
 - 10.1.2. Company snapshot
 - 10.1.3. Operating business segments
 - 10.1.4. Product portfolio
 - 10.1.5. Business performance
 - 10.1.6. Key strategic moves and developments
- 10.2. Appsee
 - 10.2.1. Company overview
 - 10.2.2. Company snapshot
 - 10.2.3. Product portfolio
- 10.3. App Annie
 - 10.3.1. Company overview

- 10.3.2. Company snapshot
- 10.3.3. Product portfolio
- 10.3.4. Key strategic moves and developments
- 10.4. AppDynamics (Cisco)
 - 10.4.1. Company overview
 - 10.4.2. Company snapshot
 - 10.4.3. Product portfolio
 - 10.4.4. Business performance
 - 10.4.5. Key strategic moves and developments
- 10.5. AppsFlyer
 - 10.5.1. Company overview
 - 10.5.2. Company snapshot
 - 10.5.3. Product portfolio
 - 10.5.4. Key strategic moves and developments
- 10.6. Countly
 - 10.6.1. Company overview
 - 10.6.2. Company snapshot
 - 10.6.3. Product portfolio
- 10.7. CleverTap
 - 10.7.1. Company overview
 - 10.7.2. Company snapshot
 - 10.7.3. Product portfolio
 - 10.7.4. Key strategic moves and developments
- 10.8. International Business Machines Corporation (IBM)
 - 10.8.1. Company overview
 - 10.8.2. Company snapshot
 - 10.8.3. Operating business segments
 - 10.8.4. Product portfolio
 - 10.8.5. Business performance
 - 10.8.6. Key strategic moves and developments
- 10.9. Localytics
 - 10.9.1. Company overview
 - 10.9.2. Company snapshot
 - 10.9.3. Product portfolio
 - 10.9.4. Key strategic moves and developments
- 10.10. Mixpanel
 - 10.10.1. Company overview
 - 10.10.2. Company snapshot
 - 10.10.3. Product portfolio

List Of Tables

LIST OF TABLES

TABLE 01. GLOBAL APP ANALYTICS MARKET REVENUE, BY TYPE, 2017-2025(\$MILLION)

TABLE 02. MOBILE APP ANALYTICS MARKET REVENUE, BY REGION, 2017-2025(\$MILLION)

TABLE 03. WEB APP ANALYTICS MARKET REVENUE, BY REGION, 2017-2025(\$MILLION)

TABLE 04. GLOBAL APP ANALYTICS MARKET REVENUE, BY COMPONENT, 2017-2025(\$MILLION)

TABLE 05. APP ANALYTICS MARKET REVENUE FOR SOFTWARE, BY REGION, 2017-2025(\$MILLION)

TABLE 06. APP ANALYTICS MARKET REVENUE FOR SERVICES, BY REGION, 2017-2025(\$MILLION)

TABLE 07. GLOBAL APP ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)

TABLE 08. GLOBAL APP ANALYTICS MARKET REVENUE FOR ON-PREMISE, BY REGION, 2017-2025(\$MILLION)

TABLE 09. GLOBAL APP ANALYTICS MARKET REVENUE FOR CLOUD, BY REGION, 2017-2025(\$MILLION)

TABLE 10. GLOBAL APP ANALYTICS MARKET REVENUE, BY APPLICATIONS, 2017-2025(\$MILLION)

TABLE 11. GLOBAL APP ANALYTICS MARKET REVENUE FOR ADVERTISING AND MARKETING ANALYTICS, BY REGION, 2017-2025(\$MILLION)

TABLE 12. GLOBAL APP ANALYTICS MARKET REVENUE FOR APP PERFORMANCE ANALYTICS, BY REGION, 2017-2025(\$MILLION)

TABLE 13. GLOBAL APP ANALYTICS MARKET REVENUE FOR USER ANALYTICS, BY REGION, 2017-2025(\$MILLION)

TABLE 14. GLOBAL APP ANALYTICS MARKET REVENUE FOR REVENUE ANALYTICS, BY REGION, 2017-2025(\$MILLION)

TABLE 15. GLOBAL APP ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)

TABLE 16. GLOBAL APP ANALYTICS MARKET REVENUE FOR GAMING, BY REGION, 2017-2025(\$MILLION)

TABLE 17. GLOBAL APP ANALYTICS MARKET REVENUE FOR ENTERTAINMENT, BY REGION, 2017-2025(\$MILLION)

TABLE 18. GLOBAL APP ANALYTICS MARKET REVENUE FOR SOCIAL MEDIA, BY

REGION, 2017-2025(\$MILLION)

TABLE 19. GLOBAL APP ANALYTICS MARKET REVENUE FOR IT & TELECOM, BY REGION, 2017-2025(\$MILLION)

TABLE 20. GLOBAL APP ANALYTICS MARKET REVENUE FOR HEALTH & FITNESS, BY REGION, 2017-2025(\$MILLION)

TABLE 21. GLOBAL APP ANALYTICS MARKET REVENUE FOR TRAVEL & HOSPITALITY, BY REGION, 2017-2025(\$MILLION)

TABLE 22. GLOBAL APP ANALYTICS MARKET REVENUE FOR RETAIL & E-COMMERCE, BY REGION, 2017-2025(\$MILLION)

TABLE 23. GLOBAL APP ANALYTICS MARKET REVENUE FOR EDUCATION & LEARNING, BY REGION, 2017-2025(\$MILLION)

TABLE 24. GLOBAL APP ANALYTICS MARKET REVENUE FOR BFSI, BY REGION, 2017-2025(\$MILLION)

TABLE 25. GLOBAL APP ANALYTICS MARKET REVENUE FOR OTHERS, BY REGION, 2017-2025(\$MILLION)

TABLE 26. APP ANALYTICS MARKET REVENUE, BY REGION, 2017-2025(\$MILLION)

TABLE 27. NORTH AMERICA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)

TABLE 28. NORTH AMERICA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)

TABLE 29. NORTH AMERICA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)

TABLE 30. NORTH AMERICA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)

TABLE 31. NORTH AMERICA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)

TABLE 32. NORTH AMERICA APP ANALYTICS MARKET, BY COUNTRY, 2017-2025(\$MILLION)

TABLE 33. U.S. APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)

TABLE 34. U.S. APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)

TABLE 35. U.S. APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)

TABLE 36. U.S. APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)

TABLE 37. U.S. APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)

TABLE 38. CANADA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)

TABLE 39. CANADA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,

20172025(\$MILLION)

TABLE 40. CANADA APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 41. CANADA APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 42. CANADA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 43. EUROPE APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 44. EUROPE APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 45. EUROPE APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 46. EUROPE APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 47. EUROPE APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 48. EUROPE APP ANALYTICS MARKET, BY COUNTRY,
20172025(\$MILLION)

TABLE 49. UK APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 50. UK APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 51. UK APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 52. UK APP ANALYTICS MARKET, BY APPLICATIONS, 20172025(\$MILLION)

TABLE 53. UK APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 54. GERMANY APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 55. GERMANY APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 56. GERMANY APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 57. GERMANY APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 58. GERMANY APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 59. FRANCE APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 60. FRANCE APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 61. FRANCE APP ANALYTICS MARKET, BY DEPLOYMENT MODE,

20172025(\$MILLION)

TABLE 62. FRANCE APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 63. FRANCE APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 64. ITALY APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 65. ITALY APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 66. ITALY APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 67. ITALY APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 68. ITALY APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 69. REST OF EUROPE APP ANALYTICS MARKET, BY TYPE,
20172025(\$MILLION)

TABLE 70. REST OF EUROPE APP ANALYTICS SOLUTIONS MARKET, BY
COMPONENT, 20172025(\$MILLION)

TABLE 71. REST OF EUROPE APP ANALYTICS MARKET, BY DEPLOYMENT
MODE, 20172025(\$MILLION)

TABLE 72. REST OF EUROPE APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 73. REST OF EUROPE APP ANALYTICS MARKET, BY INDUSTRY
VERTICAL, 20172025(\$MILLION)

TABLE 74. ASIA-PACIFIC APP ANALYTICS MARKET, BY TYPE,
20172025(\$MILLION)

TABLE 75. ASIA-PACIFIC APP ANALYTICS SOLUTIONS MARKET, BY
COMPONENT, 20172025(\$MILLION)

TABLE 76. ASIA-PACIFIC APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 77. ASIA-PACIFIC APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 78. ASIA-PACIFIC APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 79. ASIA-PACIFIC APP ANALYTICS MARKET, BY COUNTRY,
20172025(\$MILLION)

TABLE 80. CHINA APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 81. CHINA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

- TABLE 82. CHINA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 83. CHINA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 84. CHINA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 85. INDIA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 86. INDIA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 87. INDIA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 88. INDIA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 89. INDIA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 90. JAPAN APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 91. JAPAN APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 92. JAPAN APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 93. JAPAN APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 94. JAPAN APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 95. AUSTRALIA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 96. AUSTRALIA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 97. AUSTRALIA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 98. AUSTRALIA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 99. AUSTRALIA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 100. SOUTH KOREA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 101. SOUTH KOREA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 102. SOUTH KOREA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)

- TABLE 103. SOUTH KOREA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 104. SOUTH KOREA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 105. REST OF ASIA-PACIFIC APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 106. REST OF ASIA-PACIFIC APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 107. REST OF ASIA-PACIFIC APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 108. REST OF ASIA-PACIFIC APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 109. REST OF ASIA-PACIFIC APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 110. LAMEA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 111. LAMEA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 112. LAMEA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 113. LAMEA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 114. LAMEA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 115. LAMEA APP ANALYTICS MARKET, BY COUNTRY, 2017-2025(\$MILLION)
- TABLE 116. LATIN AMERICA APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 117. LATIN AMERICA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 118. LATIN AMERICA APP ANALYTICS MARKET, BY DEPLOYMENT MODE, 2017-2025(\$MILLION)
- TABLE 119. LATIN AMERICA APP ANALYTICS MARKET, BY APPLICATIONS, 2017-2025(\$MILLION)
- TABLE 120. LATIN AMERICA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2017-2025(\$MILLION)
- TABLE 121. MIDDLE EAST APP ANALYTICS MARKET, BY TYPE, 2017-2025(\$MILLION)
- TABLE 122. MIDDLE EAST APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT, 2017-2025(\$MILLION)
- TABLE 123. MIDDLE EAST APP ANALYTICS MARKET, BY DEPLOYMENT MODE,

20172025(\$MILLION)

TABLE 124. MIDDLE EAST APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 125. MIDDLE EAST APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 126. AFRICA APP ANALYTICS MARKET, BY TYPE, 20172025(\$MILLION)

TABLE 127. AFRICA APP ANALYTICS SOLUTIONS MARKET, BY COMPONENT,
20172025(\$MILLION)

TABLE 128. AFRICA APP ANALYTICS MARKET, BY DEPLOYMENT MODE,
20172025(\$MILLION)

TABLE 129. AFRICA APP ANALYTICS MARKET, BY APPLICATIONS,
20172025(\$MILLION)

TABLE 130. AFRICA APP ANALYTICS MARKET, BY INDUSTRY VERTICAL,
20172025(\$MILLION)

TABLE 131. ADOBE: COMPANY SNAPSHOT

TABLE 132. ADOBE: OPERATING SEGMENTS

TABLE 133. ADOBE: PRODUCT PORTFOLIO

TABLE 134. ADOBE: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 135. APPSEE: COMPANY SNAPSHOT

TABLE 136. APPSEE: PRODUCT PORTFOLIO

TABLE 137. APP ANNIE: COMPANY SNAPSHOT

TABLE 138. APP ANNIE: PRODUCT PORTFOLIO

TABLE 139. APP ANNIE: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 140. APPDYNAMICS: COMPANY SNAPSHOT

TABLE 141. APPDYNAMICS: PRODUCT PORTFOLIO

TABLE 142. APPDYNAMICS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 143. APPSFLYER: COMPANY SNAPSHOT

TABLE 144. APPSFLYER: PRODUCT PORTFOLIO

TABLE 145. APPSFLYER: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 146. COUNTLY: COMPANY SNAPSHOT

TABLE 147. COUNTLY: PRODUCT PORTFOLIO

TABLE 148. CLEVERTAP: COMPANY SNAPSHOT

TABLE 149. CLEVERTAP: PRODUCT PORTFOLIO

TABLE 150. CLEVERTAP: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 151. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):
COMPANY SNAPSHOT

TABLE 152. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):
OPERATING SEGMENTS

TABLE 153. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):

PRODUCT PORTFOLIO**TABLE 154. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM): KEY STRATEGIC MOVES AND DEVELOPMENTS****TABLE 155. LOCALYTICS: COMPANY SNAPSHOT****TABLE 156. LOCALYTICS: PRODUCT PORTFOLIO****TABLE 157. LOCALYTICS: KEY STRATEGIC MOVES AND DEVELOPMENTS****TABLE 158. MIXPANEL: COMPANY SNAPSHOT****TABLE 159. MIXPANEL: PRODUCT PORTFOLIO**

List Of Figures

LIST OF FIGURES

- FIGURE 01. GLOBAL APP ANALYTICS MARKET, 2017-2025
- FIGURE 02. GLOBAL APP ANALYTICS MARKET, 2017-2025
- FIGURE 03. APP ANALYTICS MARKET, BY REGION, 2017-2025
- FIGURE 04. GLOBAL APP ANALYTICS MARKET: KEY PLAYERS
- FIGURE 05. GLOBAL APP ANALYTICS MARKET SEGMENTATION
- FIGURE 06. TOP IMPACTING FACTORS
- FIGURE 07. TOP INVESTMENT POCKETS
- FIGURE 08. TOP WINNING STRATEGIES, BY YEAR, 2015-2018*
- FIGURE 09. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2015-2018* (%)
- FIGURE 10. TOP WINNING STRATEGIES, BY COMPANY, 2015-2018*
- FIGURE 11. MODERATE BARGAINING POWER OF SUPPLIER
- FIGURE 12. LOW-TO-HIGH BARGAINING POWER OF BUYER
- FIGURE 13. LOW-TO-MODERATE THREAT OF SUBSTITUTES
- FIGURE 14. MODERATE THREAT OF NEW ENTRANTS
- FIGURE 15. MODERATE-TO-HIGH COMPETITIVE RIVALRY
- FIGURE 16. APP ANALYTICS MARKET: KEY PLAYER POSITIONING, 2017
- FIGURE 17. DRIVERS, RESTRAINTS, AND OPPORTUNITIES
- FIGURE 18. COMPARATIVE SHARE ANALYSIS OF MOBILE APP ANALYTICS MARKET, BY COUNTRY, 2017 & 2025(%)
- FIGURE 19. COMPARATIVE SHARE ANALYSIS OF WEB APP ANALYTICS MARKET, BY COUNTRY, 2017 & 2025(%)
- FIGURE 20. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR SOFTWARE, BY COUNTRY, 2017 & 2025(%)
- FIGURE 21. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR SERVICES, BY COUNTRY, 2017 & 2025(%)
- FIGURE 22. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR ON-PREMISE, BY COUNTRY, 2017 & 2025(%)
- FIGURE 23. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET REVENUE FOR SMES, BY COUNTRY, 2017 & 2025(%)
- FIGURE 24. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR ADVERTISING AND MARKETING ANALYTICS, BY COUNTRY, 2017 & 2025(%)
- FIGURE 25. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET REVENUE FOR APP PERFORMANCE ANALYTICS, BY COUNTRY, 2017 & 2025(%)
- FIGURE 26. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR USER ANALYTICS, BY COUNTRY, 2017 & 2025(%)

FIGURE 27. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET REVENUE FOR REVENUE ANALYTICS, BY COUNTRY, 2017 & 2025(%)

FIGURE 28. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR GAMING, BY COUNTRY, 2017 & 2025(%)

FIGURE 29. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR ENTERTAINMENT, BY COUNTRY, 2017 & 2025(%)

FIGURE 30. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR SOCIAL MEDIA, BY COUNTRY, 2017 & 2025(%)

FIGURE 31. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR IT & TELECOM, BY COUNTRY, 2017 & 2025(%)

FIGURE 32. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR HEALTH & FITNESS, BY COUNTRY, 2017 & 2025(%)

FIGURE 33. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR TRAVEL & HOSPITALITY, BY COUNTRY, 2017 & 2025(%)

FIGURE 34. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR RETAIL & E-COMMERCE, BY COUNTRY, 2017 & 2025(%)

FIGURE 35. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR EDUCATION & LEARNING, BY COUNTRY, 2017 & 2025(%)

FIGURE 36. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR BFSI, BY COUNTRY, 2017 & 2025(%)

FIGURE 37. COMPARATIVE SHARE ANALYSIS OF APP ANALYTICS MARKET FOR OTHERS, BY COUNTRY, 2017 & 2025(%)

FIGURE 38. U.S. APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 39. CANADA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 40. UK APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 41. GERMANY APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 42. FRANCE APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 43. ITALY APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 44. REST OF EUROPE APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 45. CHINA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 46. INDIA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 47. JAPAN APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 48. AUSTRALIA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 49. SOUTH KOREA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 50. REST OF ASIA-PACIFIC APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 51. LATIN AMERICA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 52. MIDDLE EAST APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 53. AFRICA APP ANALYTICS MARKET, 2017-2025(\$MILLION)

FIGURE 54. ADOBE: REVENUE, 2015-2017 (\$MILLION)

FIGURE 55. ADOBE: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 56. ADOBE: REVENUE SHARE BY REGION, 2017 (%)

FIGURE 57. CISCO: REVENUE, 2016-2018 (\$MILLION)

FIGURE 58. CISCO: REVENUE SHARE BY PRODUCT AND SERVICES, 2018 (%)

FIGURE 59. CISCO: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 60. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):
REVENUE, 2015-2017 (\$MILLION)

FIGURE 61. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):
REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 62. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM):
REVENUE SHARE BY REGION, 2017 (%)

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