

Global App Analytics Market Size study, by Component (Software and Services), by Type (Mobile Analytics and Web Analytics), by Application (User Analytics, Ad Monitoring & Marketing Analytics, Revenue Analytics, and App Performance Analytics & Operations), by Vertical and by Regional Forecasts 2018-2025

<https://marketpublishers.com/r/GB80978EDD9EN.html>

Date: August 2018

Pages: 120

Price: US\$ 2,048.00 (Single User License)

ID: GB80978EDD9EN

Abstracts

Global App Analytics Market to reach USD 4.3 billion by 2025.

Global App Analytics Market valued approximately USD 0.7 billion in 2016 is anticipated to grow with a healthy growth rate of more than 22.5% over the forecast period 2017-2025. Rapidly increasing use of mobile phones and web apps, growing advertisement market on smartphones, expanding investment in analytics technology and need to record the app related activities are the major factors which are driving the growth in the Global App Analytics market. App Analytics help in tracking apps and their performance on desktop and mobiles. It is useful for companies in finding the collaboration among their products and users. App analytics allow to check the opening and activation of app by user, help to gather accurate data to meet customers need and allow to drive personalized and customer focused marketing. It helps app developers to find the crashes occurring in the app and fixing them to improve its utility as well as it helps in developing updates for app by providing information about user's interest in that app. It is also useful in finding a customer interest and developing new applications by tracking user's previous data from various apps being used by the customers. Besides this, the need of highly qualified professionals is a constraint in the growth of Global App analytics market and the data available is non-uniform and that also limits the overall growth of the market.

The regional analysis of Global App Analytics Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share. Whereas, owing to the countries such as China, Japan, and India, Asia Pacific region is anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

By Type:

Mobile Analytics

Web Analytics

By Application:

User Analytics

Ad Monitoring & Marketing Analytics

Revenue Analytics

App Performance Analytics & Operations

By Vertical:

Retail

Banking, Insurance and Financial Services

Media and Entertainment

Logistics, Travel, Transportation, and Hospitality

Telecom and It

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Adjust, Adobe, Amazon, Amplitude, App Annie, Appdynamics, Appscatter, Appsee, Appsflyer, Apptentive, Clevertap, Contentsquare, County, Google, Heap, IBM, Kochava, Localytics, Mixpanel, Moengage, Segment, Swrve, Taplytics, Tune, Yahoo and so on. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

Target Audience of the Global App Analytics Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. GLOBAL APP ANALYTICS MARKET DEFINITION AND SCOPE

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Scope of The Study
- 1.4. Years Considered for The Study
- 1.5. Currency Conversion Rates
- 1.6. Report Limitation

CHAPTER 2. RESEARCH METHODOLOGY

- 2.1. Research Process
 - 2.1.1. Data Mining
 - 2.1.2. Analysis
 - 2.1.3. Market Estimation
 - 2.1.4. Validation
 - 2.1.5. Publishing
- 2.2. Research Assumption

CHAPTER 3. EXECUTIVE SUMMARY

- 3.1. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)
- 3.2. Key Trends

CHAPTER 4. GLOBAL APP ANALYTICS MARKET DYNAMICS

- 4.1. Growth Prospects
 - 4.1.1. Drivers
 - 4.1.2. Restraints
 - 4.1.3. Opportunities
- 4.2. Industry Analysis
 - 4.2.1. Porter's 5 Force Model
 - 4.2.2. PEST Analysis
 - 4.2.3. Value Chain Analysis
- 4.3. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL APP ANALYTICS MARKET, BY COMPONENT

Global App Analytics Market Size study, by Component (Software and Services), by Type (Mobile Analytics and We...

- 5.1. Market Snapshot
- 5.2. Market Performance - Potential Model
- 5.3. Global App Analytics Market, Sub Segment Analysis
 - 5.3.1. Software
 - 5.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.2. Services
 - 5.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 6. GLOBAL APP ANALYTICS MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Market Performance - Potential Model
- 6.3. Global App Analytics Market, Sub Segment Analysis
 - 6.3.1. Mobile Analytics
 - 6.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 6.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 6.3.2. Web Analytics
 - 6.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 6.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 7. GLOBAL APP ANALYTICS MARKET, BY APPLICATION

- 7.1. Market Snapshot
- 7.2. Market Performance - Potential Model
- 7.3. Global App Analytics Market, Sub Segment Analysis
 - 7.3.1. User Analytics
 - 7.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.2. Ad Monitoring & Marketing Analytics
 - 7.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.3. Revenue Analytics
 - 7.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 7.3.4. App Performance Analytics & Operations
 - 7.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)

7.3.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 8. GLOBAL APP ANALYTICS MARKET, BY VERTICAL

8.1. Market Snapshot

8.2. Market Performance - Potential Model

8.3. Global App Analytics Market, Sub Segment Analysis

8.3.1. Retail

8.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)

8.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

8.3.2. Banking, Insurance and Financial Services

8.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)

8.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

8.3.3. Media and Entertainment

8.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)

8.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

8.3.4. Logistics, Travel, Transportation, and Hospitality

8.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)

8.3.4.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

8.3.5. Telecom and It

8.3.5.1. Market estimates & forecasts, 2015-2025 (USD Billion)

8.3.5.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 9. GLOBAL APP ANALYTICS MARKET, BY REGIONAL ANALYSIS

9.1. App Analytics Market, Regional Market Snapshot (2015-2025)

9.2. North America App Analytics Market Snapshot

9.2.1. U.S.

9.2.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)

9.2.1.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.1.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.1.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.1.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.2. Canada

9.2.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)

9.2.2.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.2.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.2.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.2.2.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.3. Europe App Analytics Market Snapshot

9.3.1. U.K.

- 9.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.1.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.1.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.1.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.1.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.3.2. Germany

- 9.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.2.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.2.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.2.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.2.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.3.3. France

- 9.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.3.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.3.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.3.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.3.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.3.4. Rest of Europe

- 9.3.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.4.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.4.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.4.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.3.4.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.4. Asia App Analytics Market Snapshot

9.4.1. China

- 9.4.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.1.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.1.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.1.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.1.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.4.2. India

- 9.4.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.2.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.2.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.2.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.2.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

9.4.3. Japan

- 9.4.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.3.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.3.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.3.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.3.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.4.4. Rest of Asia Pacific
 - 9.4.4.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 9.4.4.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.4.4.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.4.4.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.4.4.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.5. Latin America App Analytics Market Snapshot
 - 9.5.1. Brazil
 - 9.5.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.1.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.1.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.1.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.1.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.2. Mexico
 - 9.5.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.2.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.2.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.2.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.5.2.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)
- 9.6. Rest of The World
 - 9.6.1. South America
 - 9.6.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.1.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.1.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.1.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.1.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.2. Middle East and Africa
 - 9.6.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.2.2. Component breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.2.3. Type breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.2.4. Application breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 9.6.2.5. Vertical breakdown estimates & forecasts, 2015-2025 (USD Billion)

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Company Market Share (Subject to Data Availability)

10.2. Top Market Strategies

10.3. Company Profiles

10.3.1. Adjust

10.3.1.1. Overview

10.3.1.2. Financial (Subject to Data Availability)

10.3.1.3. Product Summary

10.3.1.4. Recent Developments

10.3.2. Adobe

10.3.3. Amazon

10.3.4. Amplitude

10.3.5. App Annie

10.3.6. Appdynamics

10.3.7. Appscatter

10.3.8. Appsee

10.3.9. Appsflyer

10.3.10. Apptentive

10.3.11. Clevertap

10.3.12. Contentsquare

10.3.13. Countly

10.3.14. Google

10.3.15. Heap

10.3.16. IBM

10.3.17. Kochava

10.3.18. Localytics

10.3.19. Mixpanel

10.3.20. Moengage

10.3.21. Segment

10.3.22. Swrve

10.3.23. Taplytics

10.3.24. Tune

10.3.25. Yahoo

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