

Global Backend-As-A-Service Market Size study & Forecast, by Service (Professional Services, Support and Maintenance, Access and Identity Management, Usage Analytics, Others) By Operating System (iOS, Android, Others) By Organization Size (Small and Medium Enterprises, Large Enterprises) By Industry Verticals (Banking, Financial Services, and Insurance (BFSI), Healthcare, Retail, Manufacturing, IT and Telecom, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Backend-As-A-Service Market is valued approximately at USD 2450 million in 2022 and is anticipated to grow with a healthy growth rate of more than 24.60% over the forecast period 2023-2030. Backend-as-a-Service is a cloud computing model that provides developers with a platform to build and manage the backend infrastructure of their applications. BaaS abstracts away the complexities of server management, database administration, and other backend tasks, allowing developers to focus on building the frontend and application logic. The Backend-As-A-Service market is expanding because of factors such as increase in the use of smartphones and growing number of enterprises. Its importance has progressively increased during the forecast period 2023-2030.

According to Statista, the number of smartphone users globally is expected to increase up to 910.3 million in between 2023 and 2028. Following the fifth straight year of growth, the smartphone user base is expected to reach 6.2 billion users with an expected peak by 2028. Furthermore, the global number of smartphone mobile network subscriptions reached over 6.6 billion in 2022 and is expected to hit 7.8 billion by 2028. The countries

with the most smartphone mobile network subscriptions are China, India, and the United States. Another important factor that drives the Backend-As-A-Service market is increasing number of enterprises. BaaS eliminates the need for enterprises to invest in and maintain their own backend infrastructure, which can be expensive and resource-intensive. By leveraging BaaS solutions, enterprises can reduce upfront costs and ongoing operational expenses, optimizing their budget allocation. In addition, as per Statista, There are roughly 351,520 large enterprises worldwide in 2021, up from 337,523 in 2020. Moreover, rising disposable income and growing rapid industrialization is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, lack of security and technical complexity stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Backend-As-A-Service Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to the presence of large telecom giants, renowned suppliers, and end-user industries. Furthermore, Asia Pacific region is expected to fastest growing during the forecast period, owing to factors such as increasing usage of Banking-as-a-service in large organizations, along with the presence of various developing countries such as India, China, and Japan.

Major market player included in this report are:

AnyPresence Inc

Kinvey Inc

Kony Inc

Appcelerator Inc

Buddy Platform Inc

Microsoft Corporation

KII Corporation

IBM Corporation

Oracle Corporation

Exadel, Inc

Recent Developments in the Market:

Recent development 1

Global Backend-As-A-Service Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Service, Operating System, Organization Size, Industry Verticals, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Service

Professional Services

Support and Maintenance

Access and Identity Management

Usage Analytics

Others

By Operating System

iOS

Android

Others

By Organization Size

Small and Medium Enterprises

Large Enterprises

By Industry Verticals

Banking, Financial Services, and Insurance (BFSI)

Healthcare

Retail

Manufacturing

IT and Telecom

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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