

Global Mobile Analytics Market Size study & Forecast, by Type (Mobile Advertisement & Advertisement Analytics, In-App Behavioral Analytics), Organization Size (Small & Medium Enterprises, Large Enterprises), Vertical (Media & Entertainment, Retail & E-commerce) and Regional Forecasts 2025-2035

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Abstracts

The Global Mobile Analytics Market is valued at approximately USD 7.33 billion in 2024 and is anticipated to grow at a CAGR of 16.87% during the forecast period 2025-2035. Mobile analytics, a cornerstone of the digital ecosystem, enables enterprises to capture, measure, and interpret consumer behavior across mobile devices, thereby empowering organizations to derive actionable insights for performance optimization and customer engagement. From tracking in-app activities and advertisement effectiveness to mapping user journeys across multiple touchpoints, mobile analytics has become indispensable for businesses navigating digital-first strategies. The exponential growth of smartphones, the proliferation of mobile applications, and the insatiable demand for hyper-personalized user experiences are reshaping the market landscape, propelling organizations to lean heavily on mobile analytics solutions.

The swelling wave of data-driven decision-making, accelerated by the dominance of mobile commerce and content consumption, has intensified the adoption of mobile analytics across industries. Businesses are increasingly turning to sophisticated tools to gauge app performance, optimize advertising campaigns, and improve conversion funnels in real time. According to industry observations, mobile advertising spending has surged globally, with enterprises allocating a substantial portion of their budgets to mobile-first campaigns. At the same time, the relentless competition in app-based services—from fintech to e-commerce—has made behavioral analytics critical to

sustaining loyalty and revenue. While these factors fuel growth, concerns around data privacy, escalating compliance costs, and the complexity of integrating advanced analytics within legacy systems present challenges that could temper expansion.

The detailed segments and sub-segments included in the report are:

By Type:

Mobile Advertisement & Advertisement Analytics

In-App Behavioral Analytics

By Organization Size:

Small & Medium Enterprises

Large Enterprises

By Vertical:

Media & Entertainment

Retail & E-commerce

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

In-App Behavioral Analytics is expected to dominate the market.

Among the segments, in-app behavioral analytics is poised to command the largest share throughout the forecast period. Organizations are leveraging behavioral insights to decode user journeys, identify friction points, and personalize experiences that drive retention and monetization. The demand for granular behavioral data has surged as apps become the primary channel for customer interaction, especially in financial services, retail, and media. This segment's dominance is further strengthened by the convergence of AI-driven insights and predictive modeling, which empowers businesses to preempt customer actions and fine-tune offerings accordingly. Conversely, advertisement analytics is expected to grow at a brisk pace, as advertisers strive to maximize ROI from mobile-first campaigns.

Large Enterprises currently lead in revenue contribution.

By organization size, large enterprises remain the primary revenue contributors, driven by substantial investments in advanced analytics platforms and expansive customer bases. These organizations capitalize on mobile analytics to sharpen their marketing strategies, manage cross-channel campaigns, and improve operational efficiency at scale. While large enterprises set the pace, small and medium enterprises (SMEs) are expected to accelerate adoption due to the increasing availability of affordable cloud-based solutions and the pressing need to remain competitive in digitally dominated markets. The growing emphasis on customer-centricity and cost-effective digital tools ensures that SMEs will emerge as a critical growth frontier over the forecast horizon.

The key regions considered for the Global Mobile Analytics Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America dominates the market landscape, buoyed by the presence of leading technology vendors, robust digital infrastructure, and high penetration of mobile advertising ecosystems. Europe follows closely, driven by stringent regulations that have compelled organizations to adopt compliant and transparent analytics frameworks. Asia Pacific, however, is anticipated to exhibit the fastest growth, underpinned by

explosive smartphone adoption, rapid digitization of commerce, and surging app economies in China and India. Additionally, the expansion of 5G networks and booming e-commerce platforms in the region amplify the demand for real-time analytics. Latin America and the Middle East & Africa are also steadily transitioning, with mobile-first strategies gaining momentum as businesses pivot to serve young, digitally savvy populations.

Major market players included in this report are:

Google LLC

Microsoft Corporation

Adobe Inc.

Oracle Corporation

SAP SE

IBM Corporation

Amazon Web Services, Inc. (AWS)

Salesforce, Inc.

Mixpanel, Inc.

Countly Ltd.

Flurry Analytics (Verizon Media)

Amplitude, Inc.

AppDynamics (Cisco Systems, Inc.)

Localytics (Upland Software, Inc.)

Apptentive

Global Mobile Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent to up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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