

Global Mobile BI Market Size study & Forecast, by Type (Solution and Services), Business Function (IT, Finance, Sales, Marketing, Operations, and HR), End-users (BFSI, Healthcare, Retail and E-Commerce, IT & Telecommunication, Manufacturing, and Government), Organization Size (SME and Large) and Regional Forecasts 2025-2035

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Abstracts

The Global Mobile BI Market is valued at approximately USD 14.34 billion in 2024 and is anticipated to grow at a remarkable CAGR of more than 19.98% over the forecast period 2025-2035. Mobile Business Intelligence (BI) is fundamentally reshaping how enterprises access, interpret, and act upon data by putting real-time insights directly into the hands of decision-makers through smartphones, tablets, and cloud-based applications. The technology empowers organizations to move beyond the static confines of traditional dashboards and instead embrace a dynamic, on-the-go decision-making process that aligns with the digital-first workplace. Growing data proliferation, the need for instant analytics, and the acceleration of remote and hybrid working models have amplified demand for mobile BI solutions. Furthermore, the evolution of advanced analytics, machine learning, and AI integration into BI platforms continues to transform how businesses convert raw data into strategic foresight.

The increasing appetite for data-driven decisions across industries has fueled a rapid surge in demand for mobile BI solutions. Enterprises are striving to stay competitive in environments that demand agility, and this is where mobile BI steps in as a game-changer. The rising penetration of smartphones and mobile applications in corporate workflows has reinforced the market's momentum. According to Statista, the number of smartphone subscriptions globally is expected to cross 7.7 billion by 2027, underscoring

the readiness of the business ecosystem to adopt mobile-first solutions. Moreover, the growing integration of BI with cloud computing and advanced collaboration tools is unlocking immense opportunities. However, the challenges surrounding data privacy, integration complexity, and rising cybersecurity risks could somewhat restrain the pace of adoption across specific industries during the forecast window.

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

By Type:

Solution

Services

By Business Function:

IT

Finance

Sales

Marketing

Operations

HR

By End-users:

BFSI

Healthcare

Retail and E-Commerce

IT & Telecommunication

Manufacturing

Government

By Organization Size:

SME

Large

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

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among all market segments, the solution segment is expected to dominate the market share during the forecast period. Solutions in mobile BI are the backbone of organizational intelligence strategies, enabling businesses to deploy dashboards, visualizations, and analytics on handheld devices at scale. Organizations increasingly invest in mobile BI solutions because of their ability to drive operational efficiency, improve customer experiences, and empower real-time strategic decisions. While services also play a pivotal role by supporting deployment, customization, and integration, it is the robustness and scalability of solutions that are helping them anchor

the lion's share of the market.

From the revenue perspective, large enterprises currently lead the market owing to their extensive IT budgets, wide geographical presence, and complex decision-making frameworks that necessitate advanced mobile BI solutions. These organizations often deal with massive datasets across global operations, making mobile BI an indispensable tool to gain actionable insights in real-time. Meanwhile, Small and Medium-sized Enterprises (SMEs) are rapidly embracing mobile BI tools due to the affordability of cloud-based models and subscription-based platforms. SMEs, driven by digital transformation and competitive necessity, are set to emerge as the fastest-growing segment, reshaping the overall growth trajectory of the market.

The Global Mobile BI Market showcases strong geographical dynamics. North America dominated in 2025 with the largest revenue share, fueled by the region's advanced digital infrastructure, high mobile penetration, and the widespread adoption of analytics-driven decision-making across industries such as BFSI and healthcare. Meanwhile, the Asia Pacific region is expected to witness the fastest growth throughout 2025-2035, driven by massive digitalization efforts, rising smartphone adoption, and government initiatives that promote IT infrastructure development in economies such as China and India. Europe remains a key contributor, with enterprises increasingly prioritizing compliance-driven analytics and secure mobile data platforms. Latin America and the Middle East & Africa are also witnessing steady uptake, particularly in retail, manufacturing, and government applications, as organizations embrace digital-first operational models.

Major market players included in this report are:

Microsoft Corporation

IBM Corporation

SAP SE

Oracle Corporation

Tableau Software, LLC (Salesforce)

MicroStrategy Incorporated

TIBCO Software Inc.

Qlik Technologies Inc.

SAS Institute Inc.

Yellowfin International Pty Ltd.

Zoho Corporation Pvt. Ltd.

Sisense Inc.

Domo, Inc.

GoodData Corporation

Information Builders, Inc.

Global Mobile BI 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

Global Mobile BI Market Size study & Forecast, by Type (Solution and Services), Business Function (IT, Finance...

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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