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Global Web Analytics Market Size study, By Deployment (On-Premise, Cloud), By Application (Social Media Management, Targeting and Behavioral Analysis, Display Advertising Optimization, Multichannel Campaign Analysis, Online Marketing, Others), By End-User (BFSI, Retail, Healthcare, Government, Travel & Hospitality, IT and Telecommunication, Media and Entertainment, Others), and Regional Forecasts 2022-2028

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Abstracts

Global Web Analytics Market is valued at approximately USD 4023.9 million in 2021 and is anticipated to grow with a healthy growth rate of more than 19.66% over the forecast period 2022-2028. Web analytics is a process of collecting, measuring, analyzing, and reporting web data for better understanding and optimization of web usage. This method is widely used for measuring web traffic, business, and market research and enhancing website effectiveness. The increasing demand for big data analysis, growing demand for online retail and e-commerce sites, and the rising proliferation of internet usage among the population are the key factors witnessing the surging market demand worldwide. For instance, as per Statista, in 2019, the global retail e-commerce sales were recorded at USD 3,351billion and the amount is likely to reach USD 7,391 billion by 2025. Thereby, the growing trend of retail e-commerce sales is positively stimulating the demand for Web analytics, which, in turn, soar the market growth across the globe. However, the intricacy of data synchronization impedes the growth of the market over the forecast period of 2022-2028. Also, the growing use of mobile apps during the outbreak of the Covid-19 pandemic and the increasing number of Web Analytics Platforms and tools are anticipated to act as catalyzing factors for the

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market demand during the forecast period.

The key regions considered for the global Web Analytics Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world with a market share of around 1242.6 million owing to the rising spending on internet advertising and the launch of new solutions in Web Analytics. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR of 21.34 over the forecast period 2022-2028. Factors such as the rising retail sales through online channels, growth in smartphone users, increase in popularity of digital media, and launch of new services and solutions, would create lucrative growth prospects for the Web Analytics Market across the Asia-Pacific region.

Major market players included in this report are:
Adobe Inc.
AT Internet
Facebook, Inc.
Google Inc.
Hotjar LTD
International Business Machines Corporation
Microsoft Corporation
SAS Institute Inc.
Splunk Inc.
Webtrends Inc.

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 Deployment:
On-Premise
Cloud
By Application:
Social Media Management
Targeting and Behavioral Analysis

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Display Advertising Optimization
Multichannel Campaign Analysis
Online Marketing
Others
By End-User:
BFSI
Retail
Healthcare
Government
Travel & Hospitality
IT and Telecommunication
Media and Entertainment
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
Rest of the World

Furthermore, years considered for the study are as follows:

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Historical year – 2018, 2019, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Web 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

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