

Global Mobile Backend as a Service (BaaS) Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Mobile Backend as a Service (BaaS) market size will reach 41,895 Million USD in 2025 and is projected to reach 123,127 Million USD by 2032, with a CAGR of 16.65% (2025-2032). Notably, the China Mobile Backend as a Service (BaaS) market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Mobile Backend as a Service (BaaS) is a cloud-based service that provides developers with pre-built infrastructure and backend functionality for mobile applications. It enables developers to focus on the front-end development of their mobile apps by abstracting away the complexities of building and managing server-side infrastructure. BaaS platforms typically offer a range of features and services, including user authentication, data storage, push notifications, social media integration, real-time databases, file storage, and serverless computing. By utilizing BaaS, developers can speed up development cycles, reduce server management overhead, and leverage ready-to-use APIs and SDKs to integrate essential features into their applications. BaaS also provides scalability and flexibility, allowing apps to handle increased loads and adapt to changing user demands. Additionally, BaaS platforms often include analytics and monitoring capabilities to help developers track and analyze user engagement and app performance. Mobile Backend as a Service simplifies the development process, reduces time-to-market, and empowers developers to build robust and feature-rich

mobile applications.

The major global suppliers of Mobile Backend as a Service (BaaS) include Oracle Corporation, IBM Corporation, Microsoft Corporation, Kony, Kinvey, Anypresence, Appcelerator, Built.io, Cloudmine, KII Corporation, Parse, Feedhenry, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Mobile Backend as a Service (BaaS). Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Mobile Backend as a Service (BaaS) market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Mobile Backend as a Service (BaaS) market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Mobile Backend as a Service (BaaS) industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Mobile Backend as a Service (BaaS) Include:

Oracle Corporation

IBM Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

Cloudmine

KII Corporation

Parse

Feedhenry

Mobile Backend as a Service (BaaS) Product Segment Include:

Android

iOS

Mobile Backend as a Service (BaaS) Product Application Include:

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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