

Global App Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

App analytics monitors the performance of mobile, desktop, and other device applications. Companies use app analytics software to quickly make better-informed and more data-driven decisions. The infusion of new insights allows companies to improve their product, marketing, and overall profitability. With app analytics, companies unlock growth opportunities whereas without them, they run great risks.

SCOPE OF THE REPORT:

This report studies the App Analytics market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the App Analytics market by product type and applications/end industries.

North America is expected to hold the largest app analytics market share during the forecast period. The North American region comprises the US and Canada. These countries have sustainable and well-established economies, which enable them to strongly invest in R&D activities, thereby contributing to the development and innovation of new technologies. Asia Pacific (APAC) is expected to grow at the highest CAGR during the forecast period, as the region is witnessing a dynamic change in the adoption of app analytics solutions and services across various verticals. It is expected to provide major growth opportunities for app analytics vendors, because of its flexible economic policies and the increasing investments in app analytics solutions and services.

The global App Analytics market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of App Analytics.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Google

Yahoo

Amazon

Adobe

IBM

Countly

Localytics

Swrve

Appsee

Amplitude

Appscatter

Appdynamics

Appsflyer

Heap

Adjust

Clevertap

Segment

Tune

Contentsquare

Mixpanel

Moengage

App Annie

Apptentive

Kochava

Taplytics

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Mobile app analytics

Web app analytics

Market Segment by Applications, can be divided into

BFSI

Retail

Media and entertainment

Logistics, travel, and transportation

Telecom and IT

Others

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