

Global Backend-as-a-services Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Backend-as-a-services market size was valued at USD 7158.1 million in 2023 and is forecast to a readjusted size of USD 241070 million by 2030 with a CAGR of 65.3% during review period.

The Mobile Backend as a Service is a concept that provides web app and mobile app developers to link their applications to backend cloud storage and APIs and also providing features that includes user management, push notifications, and integration with social networking services. The mobile based application helps to improve quality of communication as well as demand for computer, web, and mobile apps. Mobile Backend as a Service is an emerging trend in mobile application development, it is also known as Mobile Backend as a Service (MBaaS).

The need to reduce complexities in application development majorly drives this market. BaaS makes it easier for developers to set up, use, and operate a cloud backend for creating their mobile, tablet, and web apps. IT vendors in this market are offering advanced solutions that exempt complex coding, thus vastly improving front-end tasks that include design and development of content. The growing demand for mobile apps with additional features and functionalities will continue to boost the demand for BaaS over the next four years. North America is expected to have the largest market share and would dominate the BaaS market from 2015 to 2020 due to the presence of major BaaS players. In Asia-Pacific (APAC), the rapid adoption of the cloud-based technology has created numerous opportunities for the vendors offering BaaS services; hence, this region is expected to grow at the highest CAGR during the forecast period.

The Global Info Research report includes an overview of the development of the

Backend-as-a-services industry chain, the market status of Large Enterprises (Data and Application Integration, Identity and Access Management), SMES (Data and Application Integration, Identity and Access Management), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Backend-as-a-services.

Regionally, the report analyzes the Backend-as-a-services markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Backend-as-a-services market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Backend-as-a-services market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Backend-as-a-services industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Data and Application Integration, Identity and Access Management).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Backend-as-a-services market.

Regional Analysis: The report involves examining the Backend-as-a-services market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Backend-as-a-services market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Backend-as-a-services:

Company Analysis: Report covers individual Backend-as-a-services players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Backend-as-a-services. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMES).

Technology Analysis: Report covers specific technologies relevant to Backend-as-a-services. It assesses the current state, advancements, and potential future developments in Backend-as-a-services areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Backend-as-a-services market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Backend-as-a-services market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Data and Application Integration

Identity and Access Management

Usage Analytics

Professional Service

Support and Maintenance Service

Market segment by Application

Large Enterprises

SMES

Government

Others

Market segment by players, this report covers

Appcelerator

IBM

Kony

Microsoft

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Backend-as-a-services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Backend-as-a-services, with revenue, gross margin and global market share of Backend-as-a-services from 2019 to 2024.

Chapter 3, the Backend-as-a-services competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Backend-as-a-services market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Backend-as-a-services.

Chapter 13, to describe Backend-as-a-services research findings and conclusion.

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