

Global Mobile Analytics (MA) Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Mobile Analytics (MA) market size was valued at US\$ 11830 million in 2025 and is forecast to a readjusted size of US\$ 30500 million by 2032 with a CAGR of 14.6% during review period.

Mobile analytics refers to the process of collecting, analyzing, and interpreting the data generated by mobile devices, such as smartphones and tablets, using various data analytics tools and technologies. With the rapid growth of mobile internet, smartphones have become the center of people's daily lives, and the activities performed on these devices generate vast amounts of data. Mobile analytics not only helps businesses understand user behavior, optimize products and services, but also provides decision support for marketing strategies, enhancing the competitiveness of businesses. The product scope includes user behavior analysis, application performance monitoring, mobile advertising analysis, user retention and activity assessment, among others. These analytical tools collect data on user clicks, time spent, interaction patterns, and more, providing businesses with accurate user profiles and market trends to gain an advantage in the competitive market.

The application areas of mobile analytics are wide-ranging, primarily including, but not limited to, mobile app development, mobile advertising, user experience optimization, e-commerce, and the gaming industry. Through mobile analytics, businesses can achieve real-time monitoring, data mining, and business optimization to better meet user needs and enhance user experience. With the introduction of artificial intelligence and big data technologies, the depth and breadth of mobile analytics are constantly expanding, providing businesses with richer insights and predictive capabilities. As a result, mobile analytics has become a core component of modern digital transformation and precision

marketing for businesses.

With the widespread adoption of smartphones and mobile devices, the mobile analytics market is experiencing rapid growth. The main opportunities in the market lie in the richness of user behavior data and the growing demand for precise data analysis. As the application range of mobile devices continues to expand, industries such as e-commerce, finance, and entertainment are actively using mobile analytics to enhance user experience and operational efficiency. For businesses, data-driven decision-making has become a key means to enhance competitiveness.

The main driving factors include the diversification of user groups, the rapid increase in data volume, and the emphasis that businesses are placing on mobile analytics technologies. The increasing number of mobile applications and the continuous development of mobile internet provide abundant user data sources, driving the demand for mobile analytics tools and services. Additionally, the integration of artificial intelligence, big data, and machine learning technologies has further improved the accuracy and predictive capabilities of mobile analytics, injecting new vitality into the market.

However, the market also faces some risks and challenges. First, there are issues related to data privacy and security. As user data accumulates, protecting users' personal privacy has become a significant concern in the industry. Secondly, there is severe homogeneity in the technology available on the market, with many companies offering similar analytics tools, resulting in intense market competition, price wars, and service homogenization, leading to compressed profit margins for companies. Furthermore, the market concentration is relatively high, with a few technologically advanced companies dominating market development, making it difficult for small and medium-sized enterprises to break through.

In terms of downstream demand trends, as consumers' demand for personalized services increases, businesses are increasingly focusing on using mobile analytics to improve user retention and activity. Especially in e-commerce, social media, and mobile gaming industries, businesses aim to achieve better marketing conversion and user interaction through precise data analysis. The latest technological developments are centered around automated analysis, real-time data feedback, and deep data mining through artificial intelligence. These emerging technologies provide new momentum for the continuous development of the mobile analytics market.

This report is a detailed and comprehensive analysis for global Mobile Analytics (MA)

market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Mobile Analytics (MA) market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Mobile Analytics (MA) market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Mobile Analytics (MA) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Mobile Analytics (MA) market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Mobile Analytics (MA)

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Mobile Analytics (MA) market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Google LLC (Firebase), Apple Inc. (App Store Connect App Analytics), Adobe Inc. (Adobe Analytics), Mixpanel, Inc., Amplitude, Inc., AppsFlyer Ltd., Adjust GmbH, Branch Metrics, Inc., Countly Ltd., PostHog, Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Mobile Analytics (MA) market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

App Analytics

Mobile Advertising Analytics

Enterprise Mobility Analytics

Others

Market segment by Technical Architecture

SDK-based Platform

Agent-based Solution

Codeless Tracking Tool

Market segment by Deployment Model

Public Cloud SaaS

On-premises

Hybrid Cloud

Market segment by Downstream Industry

E-commerce and Retail

Gaming

Financial Services

Others

Market segment by Application

Native App

Mobile Web

Others

Market segment by players, this report covers

Google LLC (Firebase)

Apple Inc. (App Store Connect App Analytics)

Adobe Inc. (Adobe Analytics)

Mixpanel, Inc.

Amplitude, Inc.

AppsFlyer Ltd.

Adjust GmbH

Branch Metrics, Inc.

Countly Ltd.

PostHog, Inc.

UXCam Ltd.

Flurry Analytics (Yahoo)

Kochava Inc.

Upland Localytics

Heap Inc.

data.ai (formerly App Annie)

Singular, Inc.

AppMetrica (Yandex)

Tenjin, Inc.

Sensors Data

TalkingData

GrowingIO

Umeng+ (Umeng)

MobTech

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 and Rest of Asia-

Pacific)

South America (Brazil, 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 Mobile Analytics (MA) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Analytics (MA), with revenue, gross margin, and global market share of Mobile Analytics (MA) from 2021 to 2026.

Chapter 3, the Mobile Analytics (MA) 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Mobile Analytics (MA) market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Mobile Analytics (MA).

Chapter 13, to describe Mobile Analytics (MA) research findings and conclusion.

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