

# Global Mobile Analytics Tools & Platforms Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Mobile Analytics Tools & Platforms market size is expected to reach \$ 30499 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Mobile Analytics Tools & Platforms are software products and cloud services that collect, process, and analyze data generated by users interacting with mobile applications and mobile web experiences. They typically combine client-side software development kits embedded in mobile apps, data ingestion pipelines, scalable storage and compute layers, and web-based analytics user interfaces. By capturing events such as app launches, screen views, taps, scrolls, searches, in-app purchases, crashes, and latency metrics, these platforms enable organizations to understand user behavior, measure product performance, and optimize acquisition, engagement, and monetization strategies across the mobile channel.

Architecturally, mobile analytics platforms sit between the application layer and broader data or marketing stacks. They provide event tracking, user and device identity management, funnel and path analysis, retention and cohort analysis, segment-based reporting, revenue attribution, and campaign performance measurement. Many products extend into mobile measurement and attribution, connecting media spend data with downstream in-app events to calculate return on ad spend. Others focus on product analytics, helping cross-functional teams run experiments, evaluate feature releases, and operationalize insights through integrations with messaging, experimentation, and customer data platforms. As such, Mobile Analytics Tools & Platforms form a core layer in the modern digital analytics and growth technology stack for app-centric businesses.

Globally, Mobile Analytics Tools & Platforms are benefiting from the continued rise of

smartphone penetration, the dominance of mobile traffic, and the steady expansion of in-app commerce and mobile advertising. App-centric businesses increasingly rely on granular behavioral and performance data to understand acquisition costs, cohort-level retention, and lifetime value by channel. Advances in cloud infrastructure, big data processing, and machine learning have made it feasible to process and model massive volumes of mobile events in near real time. Industry studies estimate that the mobile analytics market is expanding from mid-single-digit to high-single-digit billions of dollars in annual revenue in the mid-2020s toward several tens of billions by the early 2030s, implying high-teens to low-twenties compound annual growth rates and creating ample runway for specialized tools and platforms.

At the same time, vendors face growing regulatory and technical headwinds. Global privacy and data protection rules are tightening, while mobile operating systems are restricting access to device identifiers and limiting cross-app tracking. This pushes the market away from third-party identifiers and toward first-party data strategies and consent-driven measurement frameworks. On the technical side, device fragmentation, heterogeneous network conditions, and complex cross-device, cross-channel customer journeys make accurate attribution, unified customer views, and real-time analytics more challenging. Large cloud and digital experience suites are also embedding mobile analytics modules into broader platforms, increasing competitive pressure on independent providers to differentiate through vertical depth, ease of use, and value-added services.

On the demand side, mobile analytics has evolved from basic traffic counters into strategic platforms that power product decisions, experimentation, and lifecycle marketing. Product teams in sectors such as consumer internet, gaming, fintech, e-commerce, and local services rely on event-level analysis and cohort segmentation to guide feature roadmaps and UX changes. Marketing teams combine mobile analytics with attribution data, app store analytics, and CRM systems to design cross-channel acquisition and engagement strategies. Executives monitor consolidated dashboards tracking active users, retention, revenue, and unit economics to steer investment decisions. As generative AI assistants, connected devices, and offline touchpoints become more deeply integrated with mobile experiences, Mobile Analytics Tools & Platforms are likely to be further embedded into customer data platforms and omnichannel engagement stacks as a key connector between raw signals and automated decisioning.

This report studies the global Mobile Analytics Tools & Platforms demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Mobile Analytics Tools & Platforms, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Mobile Analytics Tools & Platforms that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Mobile Analytics Tools & Platforms total market, 2021-2032, (USD Million)

Global Mobile Analytics Tools & Platforms total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Mobile Analytics Tools & Platforms total market, key domestic companies, and share, (USD Million)

Global Mobile Analytics Tools & Platforms revenue by player, revenue and market share 2021-2026, (USD Million)

Global Mobile Analytics Tools & Platforms total market by Type, CAGR, 2021-2032, (USD Million)

Global Mobile Analytics Tools & Platforms total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Mobile Analytics Tools & Platforms 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., County Ltd., PostHog, Inc., etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Mobile Analytics Tools & Platforms market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

## Global Mobile Analytics Tools & Platforms Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Mobile Analytics Tools & Platforms Market, Segmentation by Type:

App Analytics

Mobile Advertising Analytics

Enterprise Mobility Analytics

Others

## Global Mobile Analytics Tools & Platforms Market, Segmentation by Technical Architecture:

SDK-based Platform

Agent-based Solution

Codeless Tracking Tool

## Global Mobile Analytics Tools & Platforms Market, Segmentation by Deployment Model:

Public Cloud SaaS

On-premises

Hybrid Cloud

## Global Mobile Analytics Tools & Platforms Market, Segmentation by Downstream Industry:

E-commerce and Retail

Gaming

Financial Services

Others

## Global Mobile Analytics Tools & Platforms Market, Segmentation by Application:

Native App

Mobile Web

Others

## Companies Profiled:

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

#### Key Questions Answered

1. How big is the global Mobile Analytics Tools & Platforms market?
2. What is the demand of the global Mobile Analytics Tools & Platforms market?
3. What is the year over year growth of the global Mobile Analytics Tools & Platforms market?
4. What is the total value of the global Mobile Analytics Tools & Platforms market?
5. Who are the Major Players in the global Mobile Analytics Tools & Platforms market?
6. What are the growth factors driving the market demand?

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