

Global Mobile Analytics Tools & Platforms 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 Tools & Platforms market size was valued at US\$ 11833 million in 2025 and is forecast to a readjusted size of US\$ 30499 million by 2032 with a CAGR of 14.6% during review period.

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 is a detailed and comprehensive analysis for global Mobile Analytics Tools & Platforms 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 Tools & Platforms market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Mobile Analytics Tools & Platforms 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 Tools & Platforms
- 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 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., 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 Tools & Platforms 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 Tools & Platforms product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Analytics Tools & Platforms, with revenue, gross margin, and global market share of Mobile Analytics Tools & Platforms from 2021 to 2026.

Chapter 3, the Mobile Analytics Tools & Platforms 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 Tools & Platforms 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 Tools & Platforms.

Chapter 13, to describe Mobile Analytics Tools & Platforms research findings and conclusion.

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