

# Global Mobile App and Web Analytics Market 2025 by Company, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G92205E0ED3DEN.html>

Date: May 2025

Pages: 143

Price: US\$ 3,480.00 (Single User License)

ID: G92205E0ED3DEN

## Abstracts

According to our (Global Info Research) latest study, the global Mobile App and Web Analytics market size was valued at US\$ 9988 million in 2024 and is forecast to a readjusted size of USD 27950 million by 2031 with a CAGR of 16.0% during review period.

Mobile app and web analytics refer to the processes and tools used to collect, measure, analyze, and interpret data related to user interactions, behaviors, and engagement on mobile applications and websites. This data-driven approach helps businesses and organizations understand how users are interacting with their digital platforms, identify areas for improvement, and make informed decisions to enhance user experiences and achieve their goals.

Rather than treating all users as a single group, there has been a trend towards more advanced user segmentation. This involves categorizing users based on various attributes and behaviors, allowing for more personalized marketing strategies and tailored user experiences.

This report is a detailed and comprehensive analysis for global Mobile App and Web Analytics 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 App and Web Analytics market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Mobile App and Web Analytics market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Mobile App and Web Analytics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Mobile App and Web Analytics market shares of main players, in revenue (\$ Million), 2020-2025

### 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 App and Web Analytics

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 App and Web Analytics 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 Microsoft, Google, Oracle, IBM, Salesforce, Adobe, SAP, TIBCO Software, SAS Institute, Teradata, etc.

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

### Market segmentation

Mobile App and Web Analytics market is split by Type and by Application. For the period 2020-2031, 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

Mobile Network Analysis

Mobile App Analytics

## Market segment by Application

Content Marketing

Marketing Automation

## Market segment by players, this report covers

Microsoft

Google

Oracle

IBM

Salesforce

Adobe

SAP

TIBCO Software

SAS Institute

Teradata

AWS

Splunk

MicroStrategy

Webtrends

Mixpanel

Upland Localytics

Amplitude Analytics

Qlik

Flurry

Countly

MobileBridge

AppsFlyer

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 App and Web Analytics product scope, market overview,

market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile App and Web Analytics, with revenue, gross margin, and global market share of Mobile App and Web Analytics from 2020 to 2025.

Chapter 3, the Mobile App and Web Analytics 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 2020 to 2031

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 2020 to 2025. and Mobile App and Web Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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 App and Web Analytics.

Chapter 13, to describe Mobile App and Web Analytics research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Product Overview and Scope

#### 1.2 Market Estimation Caveats and Base Year

#### 1.3 Classification of Mobile App and Web Analytics by Type

##### 1.3.1 Overview: Global Mobile App and Web Analytics Market Size by Type: 2020 Versus 2024 Versus 2031

##### 1.3.2 Global Mobile App and Web Analytics Consumption Value Market Share by Type in 2024

##### 1.3.3 Mobile Network Analysis

##### 1.3.4 Mobile App Analytics

#### 1.4 Global Mobile App and Web Analytics Market by Application

##### 1.4.1 Overview: Global Mobile App and Web Analytics Market Size by Application: 2020 Versus 2024 Versus 2031

##### 1.4.2 Content Marketing

##### 1.4.3 Marketing Automation

#### 1.5 Global Mobile App and Web Analytics Market Size & Forecast

#### 1.6 Global Mobile App and Web Analytics Market Size and Forecast by Region

##### 1.6.1 Global Mobile App and Web Analytics Market Size by Region: 2020 VS 2024 VS 2031

##### 1.6.2 Global Mobile App and Web Analytics Market Size by Region, (2020-2031)

##### 1.6.3 North America Mobile App and Web Analytics Market Size and Prospect (2020-2031)

##### 1.6.4 Europe Mobile App and Web Analytics Market Size and Prospect (2020-2031)

##### 1.6.5 Asia-Pacific Mobile App and Web Analytics Market Size and Prospect (2020-2031)

##### 1.6.6 South America Mobile App and Web Analytics Market Size and Prospect (2020-2031)

##### 1.6.7 Middle East & Africa Mobile App and Web Analytics Market Size and Prospect (2020-2031)

### 2 COMPANY PROFILES

#### 2.1 Microsoft

##### 2.1.1 Microsoft Details

##### 2.1.2 Microsoft Major Business

##### 2.1.3 Microsoft Mobile App and Web Analytics Product and Solutions

2.1.4 Microsoft Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Microsoft Recent Developments and Future Plans

2.2 Google

2.2.1 Google Details

2.2.2 Google Major Business

2.2.3 Google Mobile App and Web Analytics Product and Solutions

2.2.4 Google Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Google Recent Developments and Future Plans

2.3 Oracle

2.3.1 Oracle Details

2.3.2 Oracle Major Business

2.3.3 Oracle Mobile App and Web Analytics Product and Solutions

2.3.4 Oracle Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Oracle Recent Developments and Future Plans

2.4 IBM

2.4.1 IBM Details

2.4.2 IBM Major Business

2.4.3 IBM Mobile App and Web Analytics Product and Solutions

2.4.4 IBM Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 IBM Recent Developments and Future Plans

2.5 Salesforce

2.5.1 Salesforce Details

2.5.2 Salesforce Major Business

2.5.3 Salesforce Mobile App and Web Analytics Product and Solutions

2.5.4 Salesforce Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Salesforce Recent Developments and Future Plans

2.6 Adobe

2.6.1 Adobe Details

2.6.2 Adobe Major Business

2.6.3 Adobe Mobile App and Web Analytics Product and Solutions

2.6.4 Adobe Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Adobe Recent Developments and Future Plans

2.7 SAP

- 2.7.1 SAP Details
- 2.7.2 SAP Major Business
- 2.7.3 SAP Mobile App and Web Analytics Product and Solutions
- 2.7.4 SAP Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
- 2.7.5 SAP Recent Developments and Future Plans
- 2.8 TIBCO Software
  - 2.8.1 TIBCO Software Details
  - 2.8.2 TIBCO Software Major Business
  - 2.8.3 TIBCO Software Mobile App and Web Analytics Product and Solutions
  - 2.8.4 TIBCO Software Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.8.5 TIBCO Software Recent Developments and Future Plans
- 2.9 SAS Institute
  - 2.9.1 SAS Institute Details
  - 2.9.2 SAS Institute Major Business
  - 2.9.3 SAS Institute Mobile App and Web Analytics Product and Solutions
  - 2.9.4 SAS Institute Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.9.5 SAS Institute Recent Developments and Future Plans
- 2.10 Teradata
  - 2.10.1 Teradata Details
  - 2.10.2 Teradata Major Business
  - 2.10.3 Teradata Mobile App and Web Analytics Product and Solutions
  - 2.10.4 Teradata Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.10.5 Teradata Recent Developments and Future Plans
- 2.11 AWS
  - 2.11.1 AWS Details
  - 2.11.2 AWS Major Business
  - 2.11.3 AWS Mobile App and Web Analytics Product and Solutions
  - 2.11.4 AWS Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.11.5 AWS Recent Developments and Future Plans
- 2.12 Splunk
  - 2.12.1 Splunk Details
  - 2.12.2 Splunk Major Business
  - 2.12.3 Splunk Mobile App and Web Analytics Product and Solutions
  - 2.12.4 Splunk Mobile App and Web Analytics Revenue, Gross Margin and Market Share



## Share (2020-2025)

### 2.12.5 Splunk Recent Developments and Future Plans

## 2.13 MicroStrategy

### 2.13.1 MicroStrategy Details

### 2.13.2 MicroStrategy Major Business

### 2.13.3 MicroStrategy Mobile App and Web Analytics Product and Solutions

### 2.13.4 MicroStrategy Mobile App and Web Analytics Revenue, Gross Margin and

## Market Share (2020-2025)

### 2.13.5 MicroStrategy Recent Developments and Future Plans

## 2.14 Webtrends

### 2.14.1 Webtrends Details

### 2.14.2 Webtrends Major Business

### 2.14.3 Webtrends Mobile App and Web Analytics Product and Solutions

### 2.14.4 Webtrends Mobile App and Web Analytics Revenue, Gross Margin and Market

## Share (2020-2025)

### 2.14.5 Webtrends Recent Developments and Future Plans

## 2.15 Mixpanel

### 2.15.1 Mixpanel Details

### 2.15.2 Mixpanel Major Business

### 2.15.3 Mixpanel Mobile App and Web Analytics Product and Solutions

### 2.15.4 Mixpanel Mobile App and Web Analytics Revenue, Gross Margin and Market

## Share (2020-2025)

### 2.15.5 Mixpanel Recent Developments and Future Plans

## 2.16 Upland Localytics

### 2.16.1 Upland Localytics Details

### 2.16.2 Upland Localytics Major Business

### 2.16.3 Upland Localytics Mobile App and Web Analytics Product and Solutions

### 2.16.4 Upland Localytics Mobile App and Web Analytics Revenue, Gross Margin and

## Market Share (2020-2025)

### 2.16.5 Upland Localytics Recent Developments and Future Plans

## 2.17 Amplitude Analytics

### 2.17.1 Amplitude Analytics Details

### 2.17.2 Amplitude Analytics Major Business

### 2.17.3 Amplitude Analytics Mobile App and Web Analytics Product and Solutions

### 2.17.4 Amplitude Analytics Mobile App and Web Analytics Revenue, Gross Margin and

## Market Share (2020-2025)

### 2.17.5 Amplitude Analytics Recent Developments and Future Plans

## 2.18 Qlik

### 2.18.1 Qlik Details

- 2.18.2 Qlik Major Business
- 2.18.3 Qlik Mobile App and Web Analytics Product and Solutions
- 2.18.4 Qlik Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
- 2.18.5 Qlik Recent Developments and Future Plans
- 2.19 Flurry
  - 2.19.1 Flurry Details
  - 2.19.2 Flurry Major Business
  - 2.19.3 Flurry Mobile App and Web Analytics Product and Solutions
  - 2.19.4 Flurry Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.19.5 Flurry Recent Developments and Future Plans
- 2.20 Countly
  - 2.20.1 Countly Details
  - 2.20.2 Countly Major Business
  - 2.20.3 Countly Mobile App and Web Analytics Product and Solutions
  - 2.20.4 Countly Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.20.5 Countly Recent Developments and Future Plans
- 2.21 MobileBridge
  - 2.21.1 MobileBridge Details
  - 2.21.2 MobileBridge Major Business
  - 2.21.3 MobileBridge Mobile App and Web Analytics Product and Solutions
  - 2.21.4 MobileBridge Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.21.5 MobileBridge Recent Developments and Future Plans
- 2.22 AppsFlyer
  - 2.22.1 AppsFlyer Details
  - 2.22.2 AppsFlyer Major Business
  - 2.22.3 AppsFlyer Mobile App and Web Analytics Product and Solutions
  - 2.22.4 AppsFlyer Mobile App and Web Analytics Revenue, Gross Margin and Market Share (2020-2025)
  - 2.22.5 AppsFlyer Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Mobile App and Web Analytics Revenue and Share by Players (2020-2025)
- 3.2 Market Share Analysis (2024)
  - 3.2.1 Market Share of Mobile App and Web Analytics by Company Revenue

- 3.2.2 Top 3 Mobile App and Web Analytics Players Market Share in 2024
- 3.2.3 Top 6 Mobile App and Web Analytics Players Market Share in 2024
- 3.3 Mobile App and Web Analytics Market: Overall Company Footprint Analysis
  - 3.3.1 Mobile App and Web Analytics Market: Region Footprint
  - 3.3.2 Mobile App and Web Analytics Market: Company Product Type Footprint
  - 3.3.3 Mobile App and Web Analytics Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Mobile App and Web Analytics Consumption Value and Market Share by Type (2020-2025)
- 4.2 Global Mobile App and Web Analytics Market Forecast by Type (2026-2031)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2025)
- 5.2 Global Mobile App and Web Analytics Market Forecast by Application (2026-2031)

## **6 NORTH AMERICA**

- 6.1 North America Mobile App and Web Analytics Consumption Value by Type (2020-2031)
- 6.2 North America Mobile App and Web Analytics Market Size by Application (2020-2031)
- 6.3 North America Mobile App and Web Analytics Market Size by Country
  - 6.3.1 North America Mobile App and Web Analytics Consumption Value by Country (2020-2031)
  - 6.3.2 United States Mobile App and Web Analytics Market Size and Forecast (2020-2031)
  - 6.3.3 Canada Mobile App and Web Analytics Market Size and Forecast (2020-2031)
  - 6.3.4 Mexico Mobile App and Web Analytics Market Size and Forecast (2020-2031)

## **7 EUROPE**

- 7.1 Europe Mobile App and Web Analytics Consumption Value by Type (2020-2031)
- 7.2 Europe Mobile App and Web Analytics Consumption Value by Application

(2020-2031)

### 7.3 Europe Mobile App and Web Analytics Market Size by Country

#### 7.3.1 Europe Mobile App and Web Analytics Consumption Value by Country

(2020-2031)

#### 7.3.2 Germany Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 7.3.3 France Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 7.3.4 United Kingdom Mobile App and Web Analytics Market Size and Forecast

(2020-2031)

#### 7.3.5 Russia Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 7.3.6 Italy Mobile App and Web Analytics Market Size and Forecast (2020-2031)

## 8 ASIA-PACIFIC

### 8.1 Asia-Pacific Mobile App and Web Analytics Consumption Value by Type

(2020-2031)

### 8.2 Asia-Pacific Mobile App and Web Analytics Consumption Value by Application

(2020-2031)

### 8.3 Asia-Pacific Mobile App and Web Analytics Market Size by Region

#### 8.3.1 Asia-Pacific Mobile App and Web Analytics Consumption Value by Region

(2020-2031)

#### 8.3.2 China Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 8.3.3 Japan Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 8.3.4 South Korea Mobile App and Web Analytics Market Size and Forecast

(2020-2031)

#### 8.3.5 India Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 8.3.6 Southeast Asia Mobile App and Web Analytics Market Size and Forecast

(2020-2031)

#### 8.3.7 Australia Mobile App and Web Analytics Market Size and Forecast (2020-2031)

## 9 SOUTH AMERICA

### 9.1 South America Mobile App and Web Analytics Consumption Value by Type

(2020-2031)

### 9.2 South America Mobile App and Web Analytics Consumption Value by Application

(2020-2031)

### 9.3 South America Mobile App and Web Analytics Market Size by Country

#### 9.3.1 South America Mobile App and Web Analytics Consumption Value by Country

(2020-2031)

#### 9.3.2 Brazil Mobile App and Web Analytics Market Size and Forecast (2020-2031)

### 9.3.3 Argentina Mobile App and Web Analytics Market Size and Forecast (2020-2031)

## **10 MIDDLE EAST & AFRICA**

### 10.1 Middle East & Africa Mobile App and Web Analytics Consumption Value by Type (2020-2031)

### 10.2 Middle East & Africa Mobile App and Web Analytics Consumption Value by Application (2020-2031)

### 10.3 Middle East & Africa Mobile App and Web Analytics Market Size by Country

#### 10.3.1 Middle East & Africa Mobile App and Web Analytics Consumption Value by Country (2020-2031)

#### 10.3.2 Turkey Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 10.3.3 Saudi Arabia Mobile App and Web Analytics Market Size and Forecast (2020-2031)

#### 10.3.4 UAE Mobile App and Web Analytics Market Size and Forecast (2020-2031)

## **11 MARKET DYNAMICS**

### 11.1 Mobile App and Web Analytics Market Drivers

### 11.2 Mobile App and Web Analytics Market Restraints

### 11.3 Mobile App and Web Analytics Trends Analysis

### 11.4 Porters Five Forces Analysis

#### 11.4.1 Threat of New Entrants

#### 11.4.2 Bargaining Power of Suppliers

#### 11.4.3 Bargaining Power of Buyers

#### 11.4.4 Threat of Substitutes

#### 11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

### 12.1 Mobile App and Web Analytics Industry Chain

### 12.2 Mobile App and Web Analytics Upstream Analysis

### 12.3 Mobile App and Web Analytics Midstream Analysis

### 12.4 Mobile App and Web Analytics Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Mobile App and Web Analytics Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Mobile App and Web Analytics Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Global Mobile App and Web Analytics Consumption Value by Region (2020-2025) & (USD Million)

Table 4. Global Mobile App and Web Analytics Consumption Value by Region (2026-2031) & (USD Million)

Table 5. Microsoft Company Information, Head Office, and Major Competitors

Table 6. Microsoft Major Business

Table 7. Microsoft Mobile App and Web Analytics Product and Solutions

Table 8. Microsoft Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 9. Microsoft Recent Developments and Future Plans

Table 10. Google Company Information, Head Office, and Major Competitors

Table 11. Google Major Business

Table 12. Google Mobile App and Web Analytics Product and Solutions

Table 13. Google Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 14. Google Recent Developments and Future Plans

Table 15. Oracle Company Information, Head Office, and Major Competitors

Table 16. Oracle Major Business

Table 17. Oracle Mobile App and Web Analytics Product and Solutions

Table 18. Oracle Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 19. IBM Company Information, Head Office, and Major Competitors

Table 20. IBM Major Business

Table 21. IBM Mobile App and Web Analytics Product and Solutions

Table 22. IBM Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 23. IBM Recent Developments and Future Plans

Table 24. Salesforce Company Information, Head Office, and Major Competitors

Table 25. Salesforce Major Business

Table 26. Salesforce Mobile App and Web Analytics Product and Solutions

Table 27. Salesforce Mobile App and Web Analytics Revenue (USD Million), Gross



## Margin and Market Share (2020-2025)

Table 28. Salesforce Recent Developments and Future Plans

Table 29. Adobe Company Information, Head Office, and Major Competitors

Table 30. Adobe Major Business

Table 31. Adobe Mobile App and Web Analytics Product and Solutions

Table 32. Adobe Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 33. Adobe Recent Developments and Future Plans

Table 34. SAP Company Information, Head Office, and Major Competitors

Table 35. SAP Major Business

Table 36. SAP Mobile App and Web Analytics Product and Solutions

Table 37. SAP Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 38. SAP Recent Developments and Future Plans

Table 39. TIBCO Software Company Information, Head Office, and Major Competitors

Table 40. TIBCO Software Major Business

Table 41. TIBCO Software Mobile App and Web Analytics Product and Solutions

Table 42. TIBCO Software Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 43. TIBCO Software Recent Developments and Future Plans

Table 44. SAS Institute Company Information, Head Office, and Major Competitors

Table 45. SAS Institute Major Business

Table 46. SAS Institute Mobile App and Web Analytics Product and Solutions

Table 47. SAS Institute Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 48. SAS Institute Recent Developments and Future Plans

Table 49. Teradata Company Information, Head Office, and Major Competitors

Table 50. Teradata Major Business

Table 51. Teradata Mobile App and Web Analytics Product and Solutions

Table 52. Teradata Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 53. Teradata Recent Developments and Future Plans

Table 54. AWS Company Information, Head Office, and Major Competitors

Table 55. AWS Major Business

Table 56. AWS Mobile App and Web Analytics Product and Solutions

Table 57. AWS Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 58. AWS Recent Developments and Future Plans

Table 59. Splunk Company Information, Head Office, and Major Competitors



Table 60. Splunk Major Business

Table 61. Splunk Mobile App and Web Analytics Product and Solutions

Table 62. Splunk Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 63. Splunk Recent Developments and Future Plans

Table 64. MicroStrategy Company Information, Head Office, and Major Competitors

Table 65. MicroStrategy Major Business

Table 66. MicroStrategy Mobile App and Web Analytics Product and Solutions

Table 67. MicroStrategy Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 68. MicroStrategy Recent Developments and Future Plans

Table 69. Webtrends Company Information, Head Office, and Major Competitors

Table 70. Webtrends Major Business

Table 71. Webtrends Mobile App and Web Analytics Product and Solutions

Table 72. Webtrends Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 73. Webtrends Recent Developments and Future Plans

Table 74. Mixpanel Company Information, Head Office, and Major Competitors

Table 75. Mixpanel Major Business

Table 76. Mixpanel Mobile App and Web Analytics Product and Solutions

Table 77. Mixpanel Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 78. Mixpanel Recent Developments and Future Plans

Table 79. Upland Localytics Company Information, Head Office, and Major Competitors

Table 80. Upland Localytics Major Business

Table 81. Upland Localytics Mobile App and Web Analytics Product and Solutions

Table 82. Upland Localytics Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 83. Upland Localytics Recent Developments and Future Plans

Table 84. Amplitude Analytics Company Information, Head Office, and Major Competitors

Table 85. Amplitude Analytics Major Business

Table 86. Amplitude Analytics Mobile App and Web Analytics Product and Solutions

Table 87. Amplitude Analytics Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 88. Amplitude Analytics Recent Developments and Future Plans

Table 89. Qlik Company Information, Head Office, and Major Competitors

Table 90. Qlik Major Business

Table 91. Qlik Mobile App and Web Analytics Product and Solutions

Table 92. Qlik Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 93. Qlik Recent Developments and Future Plans

Table 94. Flurry Company Information, Head Office, and Major Competitors

Table 95. Flurry Major Business

Table 96. Flurry Mobile App and Web Analytics Product and Solutions

Table 97. Flurry Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 98. Flurry Recent Developments and Future Plans

Table 99. Countly Company Information, Head Office, and Major Competitors

Table 100. Countly Major Business

Table 101. Countly Mobile App and Web Analytics Product and Solutions

Table 102. Countly Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 103. Countly Recent Developments and Future Plans

Table 104. MobileBridge Company Information, Head Office, and Major Competitors

Table 105. MobileBridge Major Business

Table 106. MobileBridge Mobile App and Web Analytics Product and Solutions

Table 107. MobileBridge Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 108. MobileBridge Recent Developments and Future Plans

Table 109. AppsFlyer Company Information, Head Office, and Major Competitors

Table 110. AppsFlyer Major Business

Table 111. AppsFlyer Mobile App and Web Analytics Product and Solutions

Table 112. AppsFlyer Mobile App and Web Analytics Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 113. AppsFlyer Recent Developments and Future Plans

Table 114. Global Mobile App and Web Analytics Revenue (USD Million) by Players (2020-2025)

Table 115. Global Mobile App and Web Analytics Revenue Share by Players (2020-2025)

Table 116. Breakdown of Mobile App and Web Analytics by Company Type (Tier 1, Tier 2, and Tier 3)

Table 117. Market Position of Players in Mobile App and Web Analytics, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 118. Head Office of Key Mobile App and Web Analytics Players

Table 119. Mobile App and Web Analytics Market: Company Product Type Footprint

Table 120. Mobile App and Web Analytics Market: Company Product Application Footprint

Table 121. Mobile App and Web Analytics New Market Entrants and Barriers to Market Entry

Table 122. Mobile App and Web Analytics Mergers, Acquisition, Agreements, and Collaborations

Table 123. Global Mobile App and Web Analytics Consumption Value (USD Million) by Type (2020-2025)

Table 124. Global Mobile App and Web Analytics Consumption Value Share by Type (2020-2025)

Table 125. Global Mobile App and Web Analytics Consumption Value Forecast by Type (2026-2031)

Table 126. Global Mobile App and Web Analytics Consumption Value by Application (2020-2025)

Table 127. Global Mobile App and Web Analytics Consumption Value Forecast by Application (2026-2031)

Table 128. North America Mobile App and Web Analytics Consumption Value by Type (2020-2025) & (USD Million)

Table 129. North America Mobile App and Web Analytics Consumption Value by Type (2026-2031) & (USD Million)

Table 130. North America Mobile App and Web Analytics Consumption Value by Application (2020-2025) & (USD Million)

Table 131. North America Mobile App and Web Analytics Consumption Value by Application (2026-2031) & (USD Million)

Table 132. North America Mobile App and Web Analytics Consumption Value by Country (2020-2025) & (USD Million)

Table 133. North America Mobile App and Web Analytics Consumption Value by Country (2026-2031) & (USD Million)

Table 134. Europe Mobile App and Web Analytics Consumption Value by Type (2020-2025) & (USD Million)

Table 135. Europe Mobile App and Web Analytics Consumption Value by Type (2026-2031) & (USD Million)

Table 136. Europe Mobile App and Web Analytics Consumption Value by Application (2020-2025) & (USD Million)

Table 137. Europe Mobile App and Web Analytics Consumption Value by Application (2026-2031) & (USD Million)

Table 138. Europe Mobile App and Web Analytics Consumption Value by Country (2020-2025) & (USD Million)

Table 139. Europe Mobile App and Web Analytics Consumption Value by Country (2026-2031) & (USD Million)

Table 140. Asia-Pacific Mobile App and Web Analytics Consumption Value by Type

(2020-2025) & (USD Million)

Table 141. Asia-Pacific Mobile App and Web Analytics Consumption Value by Type  
(2026-2031) & (USD Million)

Table 142. Asia-Pacific Mobile App and Web Analytics Consumption Value by  
Application (2020-2025) & (USD Million)

Table 143. Asia-Pacific Mobile App and Web Analytics Consumption Value by  
Application (2026-2031) & (USD Million)

Table 144. Asia-Pacific Mobile App and Web Analytics Consumption Value by Region  
(2020-2025) & (USD Million)

Table 145. Asia-Pacific Mobile App and Web Analytics Consumption Value by Region  
(2026-2031) & (USD Million)

Table 146. South America Mobile App and Web Analytics Consumption Value by Type  
(2020-2025) & (USD Million)

Table 147. South America Mobile App and Web Analytics Consumption Value by Type  
(2026-2031) & (USD Million)

Table 148. South America Mobile App and Web Analytics Consumption Value by  
Application (2020-2025) & (USD Million)

Table 149. South America Mobile App and Web Analytics Consumption Value by  
Application (2026-2031) & (USD Million)

Table 150. South America Mobile App and Web Analytics Consumption Value by  
Country (2020-2025) & (USD Million)

Table 151. South America Mobile App and Web Analytics Consumption Value by  
Country (2026-2031) & (USD Million)

Table 152. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Type (2020-2025) & (USD Million)

Table 153. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Type (2026-2031) & (USD Million)

Table 154. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Application (2020-2025) & (USD Million)

Table 155. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Application (2026-2031) & (USD Million)

Table 156. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Country (2020-2025) & (USD Million)

Table 157. Middle East & Africa Mobile App and Web Analytics Consumption Value by  
Country (2026-2031) & (USD Million)

Table 158. Global Key Players of Mobile App and Web Analytics Upstream (Raw  
Materials)

Table 159. Global Mobile App and Web Analytics Typical Customers



## List Of Figures

### LIST OF FIGURES

Figure 1. Mobile App and Web Analytics Picture

Figure 2. Global Mobile App and Web Analytics Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Mobile App and Web Analytics Consumption Value Market Share by Type in 2024

Figure 4. Mobile Network Analysis

Figure 5. Mobile App Analytics

Figure 6. Global Mobile App and Web Analytics Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Mobile App and Web Analytics Consumption Value Market Share by Application in 2024

Figure 8. Content Marketing Picture

Figure 9. Marketing Automation Picture

Figure 10. Global Mobile App and Web Analytics Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Mobile App and Web Analytics Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Market Mobile App and Web Analytics Consumption Value (USD Million) Comparison by Region (2020 VS 2024 VS 2031)

Figure 13. Global Mobile App and Web Analytics Consumption Value Market Share by Region (2020-2031)

Figure 14. Global Mobile App and Web Analytics Consumption Value Market Share by Region in 2024

Figure 15. North America Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 16. Europe Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 17. Asia-Pacific Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 18. South America Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 19. Middle East & Africa Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 20. Company Three Recent Developments and Future Plans

Figure 21. Global Mobile App and Web Analytics Revenue Share by Players in 2024



Figure 22. Mobile App and Web Analytics Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2024

Figure 23. Market Share of Mobile App and Web Analytics by Player Revenue in 2024

Figure 24. Top 3 Mobile App and Web Analytics Players Market Share in 2024

Figure 25. Top 6 Mobile App and Web Analytics Players Market Share in 2024

Figure 26. Global Mobile App and Web Analytics Consumption Value Share by Type (2020-2025)

Figure 27. Global Mobile App and Web Analytics Market Share Forecast by Type (2026-2031)

Figure 28. Global Mobile App and Web Analytics Consumption Value Share by Application (2020-2025)

Figure 29. Global Mobile App and Web Analytics Market Share Forecast by Application (2026-2031)

Figure 30. North America Mobile App and Web Analytics Consumption Value Market Share by Type (2020-2031)

Figure 31. North America Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2031)

Figure 32. North America Mobile App and Web Analytics Consumption Value Market Share by Country (2020-2031)

Figure 33. United States Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 34. Canada Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 35. Mexico Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 36. Europe Mobile App and Web Analytics Consumption Value Market Share by Type (2020-2031)

Figure 37. Europe Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2031)

Figure 38. Europe Mobile App and Web Analytics Consumption Value Market Share by Country (2020-2031)

Figure 39. Germany Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 40. France Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 41. United Kingdom Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 42. Russia Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 43. Italy Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 44. Asia-Pacific Mobile App and Web Analytics Consumption Value Market Share by Type (2020-2031)

Figure 45. Asia-Pacific Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2031)

Figure 46. Asia-Pacific Mobile App and Web Analytics Consumption Value Market Share by Region (2020-2031)

Figure 47. China Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 48. Japan Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 49. South Korea Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 50. India Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 51. Southeast Asia Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 52. Australia Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 53. South America Mobile App and Web Analytics Consumption Value Market Share by Type (2020-2031)

Figure 54. South America Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2031)

Figure 55. South America Mobile App and Web Analytics Consumption Value Market Share by Country (2020-2031)

Figure 56. Brazil Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 57. Argentina Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 58. Middle East & Africa Mobile App and Web Analytics Consumption Value Market Share by Type (2020-2031)

Figure 59. Middle East & Africa Mobile App and Web Analytics Consumption Value Market Share by Application (2020-2031)

Figure 60. Middle East & Africa Mobile App and Web Analytics Consumption Value Market Share by Country (2020-2031)

Figure 61. Turkey Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 62. Saudi Arabia Mobile App and Web Analytics Consumption Value



(2020-2031) & (USD Million)

Figure 63. UAE Mobile App and Web Analytics Consumption Value (2020-2031) & (USD Million)

Figure 64. Mobile App and Web Analytics Market Drivers

Figure 65. Mobile App and Web Analytics Market Restraints

Figure 66. Mobile App and Web Analytics Market Trends

Figure 67. Porters Five Forces Analysis

Figure 68. Mobile App and Web Analytics Industrial Chain

Figure 69. Methodology

Figure 70. Research Process and Data Source

## I would like to order

Product name: Global Mobile App and Web Analytics Market 2025 by Company, Regions, Type and Application, Forecast to 2031

Product link: <https://marketpublishers.com/r/G92205E0ED3DEN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G92205E0ED3DEN.html>