

# Global Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) market size was valued at USD 24100 million in 2023 and is forecast to a readjusted size of USD 73320 million by 2030 with a CAGR of 17.2% during review period.

Mobile backend as a service (MBaaS), also known as 'backend as a service' (BaaS), is a model for providing web app and mobile app developers with a way to link their applications to backend cloud storage and APIs exposed by back end applications while also providing features such as user management, push notifications, and integration with social networking services. These services are provided via the use of custom software development kits (SDKs) and application programming interfaces (APIs).

Global Mobile Backend As A Service (BaaS) key players include IBM Corporation, Microsoft Corporation, Oracle Corporation, Kony, Kinvey, etc. Global top five manufacturers hold a share about 10%. North America is the largest market, with a share about 40%, followed by China, with a share about 20 percent. In terms of product, Android is the largest segment, with a share about 80%. And in terms of application, the largest application is Data and application integration, followed by Identity and access management, Usage analytics, Support and maintenance Service, etc.

The Global Info Research report includes an overview of the development of the Mobile Backend As A Service (BaaS) industry chain, the market status of Data and Application Integration (Android, iOS), Identity and Access Management (Android, iOS), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mobile Backend As A Service

(BaaS).

Regionally, the report analyzes the Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) 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., Android, iOS).

**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 Mobile Backend As A Service (BaaS) market.

**Regional Analysis:** The report involves examining the Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Mobile Backend As A Service (BaaS):

**Company Analysis:** Report covers individual Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Data and Application Integration, Identity and Access Management).

**Technology Analysis:** Report covers specific technologies relevant to Mobile Backend As A Service (BaaS). It assesses the current state, advancements, and potential future developments in Mobile Backend As A Service (BaaS) areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Mobile Backend As A Service (BaaS) 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

Mobile Backend As A Service (BaaS) 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

Android

iOS

Others

### Market segment by Application

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

Market segment by players, this report covers

Oracle Corporation

IBM Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

KII Corporation

Cloudmine

Parse

Feedhenry

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 Mobile Backend As A Service (BaaS) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Backend As A Service (BaaS), with revenue, gross margin and global market share of Mobile Backend As A Service (BaaS) from 2019 to 2024.

Chapter 3, the Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS) 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 Mobile Backend As A Service (BaaS).

Chapter 13, to describe Mobile Backend As A Service (BaaS) research findings and

conclusion.

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