

Global Mobile Backend As A Service (BaaS) Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

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).

Scope of the Report:

This report studies the Mobile Backend As A Service (BaaS) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Mobile Backend As A Service (BaaS) market by product type and applications/end industries. North America was the largest market with a market share of 46.75% in 2012 and 43.26% in 2016 with a CAGR of 97%. China ranked the second place with the market share of 19.87% in 2016.

Nowadays, the top three companies make up more than 7.15% market share of the Mobile Backend as a Service (BaaS) revenue market in 2016, and the world's large enterprises are mainly concentrated in North America. The top three manufacturers are Microsoft Corporation, Kony, Kinvey. They respectively with global production market share as 2.43%, 2.37% and 2.35% in 2016.

The Mobile Backend as a Service (BaaS) market has been increased in accordance with the economy and technology development. With the fierce competition of the market, the manufacturers are had better make sure that their services with high performance and quality. Following the market trends, access to greater competitive

advantage, concerning more on their R&D and services to get a bigger market share.

The global Mobile Backend As A Service (BaaS) market is valued at 7160 million USD in 2017 and is expected to reach 68400 million USD by the end of 2023, growing at a CAGR of 45.7% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Mobile Backend As A Service (BaaS).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, 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 and Italy)
Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
South America (Brazil, Argentina, Colombia)
Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Android

iOS

Others

Market Segment by Applications, can be divided into

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

Contents

1 MOBILE BACKEND AS A SERVICE (BAAS) MARKET OVERVIEW

- 1.1 Product Overview and Scope of Mobile Backend As A Service (BaaS)
- 1.2 Classification of Mobile Backend As A Service (BaaS) by Types
 - 1.2.1 Global Mobile Backend As A Service (BaaS) Revenue Comparison by Types (2017-2023)
 - 1.2.2 Global Mobile Backend As A Service (BaaS) Revenue Market Share by Types in 2017
 - 1.2.3 Android
 - 1.2.4 iOS
 - 1.2.5 Others
- 1.3 Global Mobile Backend As A Service (BaaS) Market by Application
 - 1.3.1 Global Mobile Backend As A Service (BaaS) Market Size and Market Share Comparison by Applications (2013-2023)
 - 1.3.2 Data and Application Integration
 - 1.3.3 Identity and Access Management
 - 1.3.4 Usage Analytics
 - 1.3.5 Support and Maintenance Service
 - 1.3.6 Others
- 1.4 Global Mobile Backend As A Service (BaaS) Market by Regions
 - 1.4.1 Global Mobile Backend As A Service (BaaS) Market Size (Million USD) Comparison by Regions (2013-2023)
 - 1.4.1 North America (USA, Canada and Mexico) Mobile Backend As A Service (BaaS) Status and Prospect (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Mobile Backend As A Service (BaaS) Status and Prospect (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Mobile Backend As A Service (BaaS) Status and Prospect (2013-2023)
 - 1.4.4 South America (Brazil, Argentina, Colombia) Mobile Backend As A Service (BaaS) Status and Prospect (2013-2023)
 - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Mobile Backend As A Service (BaaS) Status and Prospect (2013-2023)
 - 1.5 Global Market Size of Mobile Backend As A Service (BaaS) (2013-2023)

2 MANUFACTURERS PROFILES

2.1 Oracle Corporation

- 2.1.1 Business Overview
- 2.1.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.1.2.1 Product A
 - 2.1.2.2 Product B
- 2.1.3 Oracle Corporation Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 IBM Corporation
 - 2.2.1 Business Overview
 - 2.2.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.2.2.1 Product A
 - 2.2.2.2 Product B
 - 2.2.3 IBM Corporation Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Microsoft Corporation
 - 2.3.1 Business Overview
 - 2.3.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.3.2.1 Product A
 - 2.3.2.2 Product B
 - 2.3.3 Microsoft Corporation Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Kony
 - 2.4.1 Business Overview
 - 2.4.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.4.2.1 Product A
 - 2.4.2.2 Product B
 - 2.4.3 Kony Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Kinvey
 - 2.5.1 Business Overview
 - 2.5.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.5.2.1 Product A
 - 2.5.2.2 Product B
 - 2.5.3 Kinvey Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Anypresence
 - 2.6.1 Business Overview
 - 2.6.2 Mobile Backend As A Service (BaaS) Type and Applications
 - 2.6.2.1 Product A
 - 2.6.2.2 Product B

2.6.3 Anypresence Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.7 Appcelerator

2.7.1 Business Overview

2.7.2 Mobile Backend As A Service (BaaS) Type and Applications

2.7.2.1 Product A

2.7.2.2 Product B

2.7.3 Appcelerator Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.8 Built.io

2.8.1 Business Overview

2.8.2 Mobile Backend As A Service (BaaS) Type and Applications

2.8.2.1 Product A

2.8.2.2 Product B

2.8.3 Built.io Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.9 KII Corporation

2.9.1 Business Overview

2.9.2 Mobile Backend As A Service (BaaS) Type and Applications

2.9.2.1 Product A

2.9.2.2 Product B

2.9.3 KII Corporation Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.10 Cloudmine

2.10.1 Business Overview

2.10.2 Mobile Backend As A Service (BaaS) Type and Applications

2.10.2.1 Product A

2.10.2.2 Product B

2.10.3 Cloudmine Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.11 Parse

2.11.1 Business Overview

2.11.2 Mobile Backend As A Service (BaaS) Type and Applications

2.11.2.1 Product A

2.11.2.2 Product B

2.11.3 Parse Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

2.12 Feedhenry

2.12.1 Business Overview

2.12.2 Mobile Backend As A Service (BaaS) Type and Applications

2.12.2.1 Product A

2.12.2.2 Product B

2.12.3 Feedhenry Mobile Backend As A Service (BaaS) Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL MOBILE BACKEND AS A SERVICE (BAAS) MARKET COMPETITION, BY PLAYERS

3.1 Global Mobile Backend As A Service (BaaS) Revenue and Share by Players (2013-2018)

3.2 Market Concentration Rate

3.2.1 Top 5 Mobile Backend As A Service (BaaS) Players Market Share

3.2.2 Top 10 Mobile Backend As A Service (BaaS) Players Market Share

3.3 Market Competition Trend

4 GLOBAL MOBILE BACKEND AS A SERVICE (BAAS) MARKET SIZE BY REGIONS

4.1 Global Mobile Backend As A Service (BaaS) Revenue and Market Share by Regions

4.2 North America Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

4.3 Europe Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

4.5 South America Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA MOBILE BACKEND AS A SERVICE (BAAS) REVENUE BY COUNTRIES

5.1 North America Mobile Backend As A Service (BaaS) Revenue by Countries (2013-2018)

5.2 USA Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

5.3 Canada Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

5.4 Mexico Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

6 EUROPE MOBILE BACKEND AS A SERVICE (BAAS) REVENUE BY COUNTRIES

6.1 Europe Mobile Backend As A Service (BaaS) Revenue by Countries (2013-2018)

6.2 Germany Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

6.3 UK Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

6.4 France Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

6.5 Russia Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

6.6 Italy Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC MOBILE BACKEND AS A SERVICE (BAAS) REVENUE BY COUNTRIES

7.1 Asia-Pacific Mobile Backend As A Service (BaaS) Revenue by Countries

(2013-2018)

7.2 China Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

7.3 Japan Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

7.4 Korea Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

7.5 India Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

7.6 Southeast Asia Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

8 SOUTH AMERICA MOBILE BACKEND AS A SERVICE (BAAS) REVENUE BY COUNTRIES

8.1 South America Mobile Backend As A Service (BaaS) Revenue by Countries

(2013-2018)

8.2 Brazil Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

8.3 Argentina Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

8.4 Colombia Mobile Backend As A Service (BaaS) Revenue and Growth Rate

(2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE MOBILE BACKEND AS A SERVICE (BAAS) BY COUNTRIES

9.1 Middle East and Africa Mobile Backend As A Service (BaaS) Revenue by Countries (2013-2018)

9.2 Saudi Arabia Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

9.3 UAE Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

9.4 Egypt Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

9.5 Nigeria Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

9.6 South Africa Mobile Backend As A Service (BaaS) Revenue and Growth Rate (2013-2018)

10 GLOBAL MOBILE BACKEND AS A SERVICE (BAAS) MARKET SEGMENT BY TYPE

10.1 Global Mobile Backend As A Service (BaaS) Revenue and Market Share by Type (2013-2018)

10.2 Global Mobile Backend As A Service (BaaS) Market Forecast by Type (2018-2023)

10.3 Android Revenue Growth Rate (2013-2023)

10.4 iOS Revenue Growth Rate (2013-2023)

10.5 Others Revenue Growth Rate (2013-2023)

11 GLOBAL MOBILE BACKEND AS A SERVICE (BAAS) MARKET SEGMENT BY APPLICATION

11.1 Global Mobile Backend As A Service (BaaS) Revenue Market Share by Application (2013-2018)

11.2 Mobile Backend As A Service (BaaS) Market Forecast by Application (2018-2023)

11.3 Data and Application Integration Revenue Growth (2013-2018)

11.4 Identity and Access Management Revenue Growth (2013-2018)

11.5 Usage Analytics Revenue Growth (2013-2018)

11.6 Support and Maintenance Service Revenue Growth (2013-2018)

11.7 Others Revenue Growth (2013-2018)

12 GLOBAL MOBILE BACKEND AS A SERVICE (BAAS) MARKET SIZE FORECAST (2018-2023)

12.1 Global Mobile Backend As A Service (BaaS) Market Size Forecast (2018-2023)

12.2 Global Mobile Backend As A Service (BaaS) Market Forecast by Regions (2018-2023)

12.3 North America Mobile Backend As A Service (BaaS) Revenue Market Forecast (2018-2023)

12.4 Europe Mobile Backend As A Service (BaaS) Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific Mobile Backend As A Service (BaaS) Revenue Market Forecast (2018-2023)

12.6 South America Mobile Backend As A Service (BaaS) Revenue Market Forecast (2018-2023)

12.7 Middle East and Africa Mobile Backend As A Service (BaaS) Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Data Source

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