

# Global Mobile Backend As A Service (BaaS) Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G7BC9C050E97EN.html>

Date: January 2026

Pages: 129

Price: US\$ 4,480.00 (Single User License)

ID: G7BC9C050E97EN

## Abstracts

The global Mobile Backend As A Service (BaaS) market size is expected to reach \$ 20800 million by 2032, rising at a market growth of 10.4% CAGR during the forecast period (2026-2032).

Mobile Backend as a Service (BaaS) is a boundary service that provides mobile application developers with integrated cloud backends, offering functions such as storage, messaging, management, databases, and analytics.

Market Overview: The BaaS market has emerged with the development of mobile internet and cloud computing. It allows developers to focus less on backend development and more on the application itself, significantly improving development efficiency and reducing development and maintenance costs, particularly for projects with short development cycles and limited budgets. Currently, BaaS service providers in the market do not offer completely standardized services, with different providers focusing on different areas, such as Parse specializing in personal apps and Kinvey specializing in enterprise apps.

Trends:

Widespread adoption of serverless computing: Serverless architecture, with its scalability and cost-effectiveness advantages, will gain increasing popularity in the BaaS market, enabling developers to more easily build and deploy backend services without managing underlying infrastructure.

Deep integration with AI and ML: BaaS providers will increasingly integrate artificial intelligence and machine learning capabilities into their platforms, enabling advanced

features such as predictive analytics, natural language processing, and image recognition, thereby enhancing the intelligence and efficiency of mobile applications.

**Edge Computing Integration:** As the number of IoT devices grows and the demand for low-latency processing increases, BaaS will integrate with edge computing to bring processing and data storage closer to the point of use, reducing latency and improving performance.

**Growth in Hybrid and Multi-Cloud Deployments:** Hybrid and multi-cloud deployments will offer users greater flexibility, and BaaS platforms supporting such deployments will increase to meet enterprise requirements for data sovereignty, security, and flexibility.

**Rise of low-code/no-code development:** Low-code/no-code development will enable more non-professional developers to create applications. BaaS platforms will integrate related features to further lower the barriers to application development.

This report studies the global Mobile Backend As A Service (BaaS) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Mobile Backend As A Service (BaaS), 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 Backend As A Service (BaaS) that contribute to its increasing demand across many markets.

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

Global Mobile Backend As A Service (BaaS) total market, 2021-2032, (USD Million)

Global Mobile Backend As A Service (BaaS) total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Mobile Backend As A Service (BaaS) total market, key domestic companies, and share, (USD Million)

Global Mobile Backend As A Service (BaaS) revenue by player, revenue and market share 2021-2026, (USD Million)

Global Mobile Backend As A Service (BaaS) total market by Type, CAGR, 2021-2032,

(USD Million)

Global Mobile Backend As A Service (BaaS) total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Mobile Backend As A Service (BaaS) 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 Amazon, Google Inc, Microsoft Corporation, Oracle, MongoDB, IBM, Rackspace Technology, Progress, Temenos, Cloudflare, 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 Backend As A Service (BaaS) 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 Backend As A Service (BaaS) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Mobile Backend As A Service (BaaS) Market, Segmentation by Type:

Android

iOS

Others

Global Mobile Backend As A Service (BaaS) Market, Segmentation by Application:

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

Companies Profiled:

Amazon

Google Inc

Microsoft Corporation

Oracle

MongoDB

IBM

Rackspace Technology

Progress

Temenos

Cloudflare

Couchbase

Twenty 57

Oursky

Contentful

Pragma

#### Key Questions Answered

1. How big is the global Mobile Backend As A Service (BaaS) market?
2. What is the demand of the global Mobile Backend As A Service (BaaS) market?
3. What is the year over year growth of the global Mobile Backend As A Service (BaaS) market?
4. What is the total value of the global Mobile Backend As A Service (BaaS) market?
5. Who are the Major Players in the global Mobile Backend As A Service (BaaS) market?
6. What are the growth factors driving the market demand?

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