

# **API Marketplace Market Size, Share & Trends Analysis Report by Component (Platform, Services), By End User, By Enterprise Size (Small & Medium Enterprises, Large Enterprises), By Region, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/A22E3C48A19DEN.html>

Date: November 2024

Pages: 100

Price: US\$ 4,950.00 (Single User License)

ID: A22E3C48A19DEN

## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **API Marketplace Market Growth & Trends**

The global API marketplace market size is expected to reach USD 49.45 billion by 2030, registering a CAGR of 18.9% from 2025 to 2030, according to a new report by Grand View Research, Inc. APIs are critical in connecting different software applications, enabling smooth communication between them. As the software industry continues to thrive, the demand for application programming interfaces has skyrocketed, leading to the increasing prominence of API marketplaces. These marketplaces offer numerous benefits to developers and organizations. They simplify the process of designing and developing new applications and integrating and managing existing ones.

A major advantage of the API marketplace is improved collaboration, as APIs facilitate seamless communication among various cloud applications and platforms. This allows for automated workflows and enhanced collaboration in the workplace, bridging the gaps between disconnected systems and preventing information silos that can hamper productivity.

The COVID-19 pandemic has profoundly impacted the API marketplace industry, resulting in significant shifts in demand and adoption trends. As businesses worldwide faced the challenges brought by the pandemic, there was a rapid increase in reliance on

digital technologies and cloud-based solutions. This surge in digital transformation initiatives led to higher demand for APIs, as they became essential for enabling seamless integration, collaboration, and remote access to critical systems and services.

An API marketplace is a dedicated platform where API providers can showcase and offer their products to potential buyers. It streamlines the process for buyers seeking suitable APIs for their specific business needs. Buyers can easily explore and purchase the most fitting API products that align with their requirements by visiting the marketplace. The API marketplace operates as an open ecosystem that facilitates the usage of various applications.

It provides a convenient marketplace for consumers to discover and access APIs while offering monetization opportunities for developers who create and provide them. Additionally, the marketplace typically includes features such as tracking and analytics, enabling the measurement of API usage. This provides valuable insights for consumers and providers, assisting them in making informed decisions and optimizing their API strategies.

The API marketplace industry is highly competitive. Major players invest in Research & Development (R&D) to drive innovation. Some prominent players include RapidAPI, Celigo, gravitee.io, API Layer, Integrately (CompanyHub), Abstract API, Zapier, and Mulesoft (Salesforce, Inc). These key players are adopting different development strategies such as mergers & acquisitions, partnerships and collaborations, and others to expand their presence and market share. Along with key strategies, new players are also introducing new API marketplaces to cater to a broader audience driven by the evolving needs of businesses and the growing demand for seamless integration and collaboration.

In November 2022, Zurich Insurance Group (Zurich) announced the launch of Zurich eXchange, a global API marketplace designed to enhance integration and collaboration with the company, customers, and partners. By leveraging Zurich eXchange, Zurich Insurance Group aims to streamline processes, facilitate faster integration of services, and foster efficient collaboration across its global operations.

## API Marketplace Market Report Highlights

API marketplace provides benefits to API providers and consumers, such as increased efficiency, extended functionality

with external systems, shortened implementation timeframe, and wider exposure tthe audience

The services segment is projected tgrow at the fastest CAGR over the forecast period

The consumer segment dominated the global market for API marketplace in 2024.

The SMEs segment is anticipated tgrow at a significant CAGR of 20.8% over the forecast period

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Research Methodology
  - 1.2.1. Information Procurement
- 1.3. Information or Data Analysis
- 1.4. Methodology
- 1.5. Research Scope and Assumptions
- 1.6. Market Formulation & Validation
- 1.7. Country Based Segment Share Calculation
- 1.8. List of Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. API MARKETPLACE MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
  - 3.2.1. Market Driver Analysis
  - 3.2.2. Market Restraint/Challenge Analysis
  - 3.2.3. Market Opportunity Analysis
- 3.3. API Marketplace Market Analysis Tools
  - 3.3.1. Market Analysis - Porter's
    - 3.3.1.1. Bargaining power of the suppliers
    - 3.3.1.2. Bargaining power of the buyers
    - 3.3.1.3. Threats of substitution
    - 3.3.1.4. Threats from new entrants
    - 3.3.1.5. Competitive rivalry
  - 3.3.2. PESTEL Analysis
    - 3.3.2.1. Political landscape
    - 3.3.2.2. Economic and social landscape
    - 3.3.2.3. Technological landscape

## **CHAPTER 4. API MARKETPLACE MARKET COMPONENT OUTLOOK**

4.1. API Marketplace Market, By Component Analysis & Market Share, 2022 & 2030

4.2. Platform

4.2.1. API Marketplace Platform market estimates and forecasts, 2017 - 2030 (USD Billion)

4.3. Service

4.3.1. API Marketplace Service market estimates and forecasts, 2017 - 2030 (USD Billion)

## **CHAPTER 5. API MARKETPLACE MARKET END USE OUTLOOK**

5.1. API Marketplace Market, By End Use Analysis & Market Share, 2022 & 2030

5.2. API Providers

5.2.1. API Providers market estimates and forecasts, 2017 - 2030 (USD Billion)

5.3. Consumers

5.3.1. Consumers market estimates and forecasts, 2017 - 2030 (USD Billion)

5.3.1.1. -Telecom & Marketing

5.3.1.1.1. API marketplace market in telecom & marketing estimates and forecasts, 2017 - 2030 (USD Billion)

5.3.1.2. -Healthcare

5.3.1.2.1. API marketplace market in healthcare estimates and forecasts, 2017 - 2030 (USD Billion)

5.3.1.3. -Financial Service

5.3.1.3.1. API marketplace market in financial service estimates and forecasts, 2017 - 2030 (USD Billion)

5.3.1.4. -Others

5.3.1.4.1. Other consumers of API marketplace market estimates and forecasts, 2017 - 2030 (USD Billion)

## **CHAPTER 6. API MARKETPLACE MARKET ENTERPRISE SIZE OUTLOOK**

6.1. API Marketplace Market, By Enterprise Size & Market Share, 2022 & 2030

6.2. Small & Medium Enterprises (SMEs)

6.2.1. API marketplace market in SMEs estimates and forecasts, 2017 - 2030 (USD Billion)

6.3. Large Enterprises

6.3.1. API marketplace market in large enterprises estimates and forecasts, 2017 - 2030 (USD Billion)

## **CHAPTER 7. API MARKETPLACE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

7.1. API Marketplace Market Share, By Region, 2024 & 2030, USD Billion

7.2. North America

7.2.1. North America API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.2.2. U.S.

7.2.2.1. U.S. API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.2.3. Canada

7.2.3.1. Canada API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.2.4. Mexico

7.2.4.1. Mexico API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.3. Europe

7.3.1. Europe API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.3.2. UK

7.3.2.1. UK API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.3.3. Germany

7.3.3.1. Germany API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.3.4. France

7.3.4.1. France API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.4. Asia Pacific

7.4.1. Asia Pacific API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.4.2. China

7.4.2.1. China API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.4.3. Japan

7.4.3.1. Japan API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD Billion)

7.4.4. Australia

7.4.4.1. Australia API Marketplace Market Estimates and Forecasts, 2017 - 2030  
(USD Billion)

7.4.5. South Korea

7.4.5.1. South Korea API Marketplace Market Estimates and Forecasts, 2017 - 2030  
(USD Billion)

7.5. Latin America

7.5.1. Latin America API Marketplace Market Estimates and Forecasts, 2017 - 2030  
(USD Billion)

7.5.2. Brazil

7.5.2.1. Brazil API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD  
Billion)

7.6. Middle East and Africa

7.6.1. Middle East and Africa API Marketplace Market Estimates and Forecasts, 2017 -  
2030 (USD Billion)

7.6.2. UAE

7.6.2.1. UAE API Marketplace Market Estimates and Forecasts, 2017 - 2030 (USD  
Billion)

7.6.3. Kingdom of Saudi Arabia (KSA)

7.6.3.1. Kingdom of Saudi Arabia (KSA) API Marketplace Market Estimates and  
Forecasts, 2017 - 2030 (USD Billion)

7.6.4. South Africa

7.6.4.1. South Africa API Marketplace Market Estimates and Forecasts, 2017 - 2030  
(USD Billion)

## **CHAPTER 8. COMPETITIVE LANDSCAPE**

8.1. Company Categorization

8.2. Company Market Positioning

8.3. Company Heat Map Analysis

8.4. Company Profiles/Listing

8.4.1. RapidAPI

8.4.1.1. Participant's Overview

8.4.1.2. Financial Performance

8.4.1.3. Product Benchmarking

8.4.1.4. Strategic Initiatives

8.4.2. Celigo, Inc

8.4.2.1. Participant's Overview

8.4.2.2. Financial Performance

8.4.2.3. Product Benchmarking

- 8.4.2.4. Strategic Initiatives
- 8.4.3. gravitee.io
  - 8.4.3.1. Participant's Overview
  - 8.4.3.2. Financial Performance
  - 8.4.3.3. Product Benchmarking
  - 8.4.3.4. Strategic Initiatives
- 8.4.4. APILayer
  - 8.4.4.1. Participant's Overview
  - 8.4.4.2. Financial Performance
  - 8.4.4.3. Product Benchmarking
  - 8.4.4.4. Strategic Initiatives
- 8.4.5. Integrately (CompanyHub)
  - 8.4.5.1. Participant's Overview
  - 8.4.5.2. Financial Performance
  - 8.4.5.3. Product Benchmarking
  - 8.4.5.4. Strategic Initiatives
- 8.4.6. Abstract API
  - 8.4.6.1. Participant's Overview
  - 8.4.6.2. Financial Performance
  - 8.4.6.3. Product Benchmarking
  - 8.4.6.4. Strategic Initiatives
- 8.4.7. Zapier
  - 8.4.7.1. Participant's Overview
  - 8.4.7.2. Financial Performance
  - 8.4.7.3. Product Benchmarking
  - 8.4.7.4. Strategic Initiatives
- 8.4.8. Mulesoft (Salesforce, Inc)
  - 8.4.8.1. Participant's Overview
  - 8.4.8.2. Financial Performance
  - 8.4.8.3. Product Benchmarking
  - 8.4.8.4. Strategic Initiatives
- 8.4.9. ServiceNow
  - 8.4.9.1. Participant's Overview
  - 8.4.9.2. Financial Performance
  - 8.4.9.3. Product Benchmarking
  - 8.4.9.4. Strategic Initiatives
- 8.4.10. beNovelty Limited
  - 8.4.10.1. Participant's Overview
  - 8.4.10.2. Financial Performance



- 8.4.10.3. Product Benchmarking
- 8.4.10.4. Strategic Initiatives
- 8.4.11. Datadog
  - 8.4.11.1. Participant's Overview
  - 8.4.11.2. Financial Performance
  - 8.4.11.3. Product Benchmarking
  - 8.4.11.4. Strategic Initiatives
- 8.4.12. Axway
  - 8.4.12.1. Participant's Overview
  - 8.4.12.2. Financial Performance
  - 8.4.12.3. Product Benchmarking
  - 8.4.12.4. Strategic Initiatives
- 8.4.13. Cyclr Systems Ltd.
  - 8.4.13.1. Participant's Overview
  - 8.4.13.2. Financial Performance
  - 8.4.13.3. Product Benchmarking
  - 8.4.13.4. Strategic Initiatives

## I would like to order

Product name: API Marketplace Market Size, Share & Trends Analysis Report by Component (Platform, Services), By End User, By Enterprise Size (Small & Medium Enterprises, Large Enterprises), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/A22E3C48A19DEN.html>

Price: US\$ 4,950.00 (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/A22E3C48A19DEN.html>