

Cloud Mobile Backend As A Service Market Size, Share & Trends Analysis Report By Service, By Platform, By Application, By Organization Size, By Deployment, By Vertical, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Market Size & Trends

The global cloud mobile backend as a service market size was estimated at USD 4.58 billion in 2023 and is expected to grow at a CAGR of 19.4% from 2024 to 2030. The Cloud Mobile Backend as a Service (MBaaS) industry is experiencing significant growth, driven by the increasing reliance on mobile applications across various industries. MBaaS provides developers with essential backend functionalities, such as data storage, user authentication, push notifications, and server-side logic, without the need to manage physical infrastructure.

The market is fueled by the need for cost efficiency, scalability, and faster development timelines, alongside trends like integration with AI and IoT, enhanced security measures, and serverless architectures. Despite challenges related to data privacy, vendor lock-in, and performance consistency, the future outlook for MBaaS remains robust as it continues to support the evolving needs of mobile app development and digital transformation efforts.

Cost efficiency is a significant factor in increasing market adoption, primarily driven by reduced infrastructure costs and flexible pricing models. By leveraging MBaaS, developers can bypass the substantial expense and complexity associated with setting

up and maintaining physical servers and related infrastructure. This cuts down on initial capital expenditure and reduces ongoing operational costs such as hardware maintenance, power consumption, and IT staffing.

In addition, MBaaS providers typically offer highly flexible and scalable pay-as-you-go pricing models. This means developers are charged only for the resources they consume, such as computing power, storage, and bandwidth, allowing for more precise budgeting and financial planning. This model particularly benefits small startups with limited budgets, as they can scale their spending according to their growth and usage. Large enterprises can avoid over-provisioning and pay only for what they need, optimizing their cost-efficiency across development projects.

Global Cloud Mobile Backend As A Service Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends from 2018 to 2030 in each of the sub-segments. For this study, Grand View Research has segmented the global cloud mobile backend as a service market report based on service, platform, organization size, deployment, application, vertical, and region:

Service Outlook (Revenue, USD Billion, 2018 - 2030)

Cloud Storage and Backup

User authentication

Database Management

Push Notifications

Others

Platform Outlook (Revenue, USD Billion, 2018 - 2030)

iOS

Android

Other Platforms

Organization Size Outlook (Revenue, USD Billion, 2018 - 2030→)

Small & Medium Enterprises (SMEs)

Large Enterprises

Deployment Outlook (Revenue, USD Billion, 2018 - 2030→)

Public Cloud

Private Cloud

Hybrid Cloud

Application Outlook (Revenue, USD Billion, 2018 - 2030→)

Mobile Apps

Web Apps

Vertical Outlook (Revenue, USD Billion, 2018 - 2030→)

BFSI

IT and Telecom

Retail and E-commerce

Healthcare

Government & Public Sector

Manufacturing

Others

Regional Outlook (Revenue, USD Billion, 2018 - 2030→)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

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South Korea

Latin America

Brazil

Middle East & Africa (MEA)

UAE

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