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Mobile Analytics Market Size, Share & Trends Analysis Report By Deployment Mode (Cloud, On-Premise), By Industry Vertical (BFSI, Healthcare), By Type, By Enterprise Size, By Region, And Segment Forecasts, 2026 - 2035

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Abstracts

The global mobile analytics market size was valued at USD 12.6 billion in 2025 and is projected to grow from USD 14.6 billion in 2026 to USD 56.5 billion in 2035, at a CAGR of 16.2% from 2026 to 2035. North America dominated the market, accounting for a revenue share of 46.5% in 2025. The growing use of smartphone applications for e-commerce and media & entertainment, the proliferation of smartphones & internet, and growing investments in analytics are encouraging market growth.

The cloud-based deployment and the advent of artificial intelligence are further encouraging new and small players to incorporate mobile analytics into their operations. Businesses are increasingly recognizing the importance of mobile analytics for understanding user behavior, preferences, and engagement patterns. Mobile analytics helps analyze user data and enables organizations to gain actionable insights to optimize business strategies, personalize products and services, improve customer engagement, and identify opportunities to increase revenue.

This growing emphasis on data-driven decision-making is contributing to increased demand for advanced mobile analytics solutions. The rapid expansion of mobile applications across industries is further driving the adoption of mobile analytics tools. As businesses generate increasing volumes of mobile user data, they are investing in sophisticated analytics solutions to process and analyze this information efficiently, gain deeper insights into customer needs, and remain competitive.

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The integration of AI and ML is further transforming the market by enabling advanced data analysis, pattern identification, and predictive insights. These technologies allow businesses to understand user behavior and anticipate customer needs, supporting more targeted strategies and personalized experiences. In addition, the growing adoption of real-time analytics enables organizations to monitor user activity and respond quickly to changing customer behavior and market conditions, thereby supporting faster, more informed decision-making.

Growing volumes of mobile user data are increasing concerns regarding data privacy and security. As regulatory requirements and consumer expectations around the protection of personal information continue to strengthen, businesses are placing greater emphasis on secure data collection, processing, and storage practices. This is expected to influence the development and adoption of mobile analytics solutions that incorporate stronger privacy and security measures.

Global Mobile Analytics Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities across each sub-segment from 2026 to 2035. For this study, Grand View Research has segmented the global mobile analytics market report based on type, deployment mode, industry vertical, enterprise size, and region:

Type Outlook (Revenue, USD Billion, 2021 - 2035)

Advertising & Marketing Analytics

In-App & Product Behavioral Analytics

Application Performance Analytics

Predictive & AI-Driven Analytics

Others (Location & Session Tracking)

Deployment Mode Outlook (Revenue, USD Billion, 2021 - 2035)

Cloud

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On-Premise

Industry Vertical Outlook (Revenue, USD Billion, 2021 - 2035)

BFSI

Retail & E-commerce

Healthcare

Media, Gaming & Entertainment

Government

Travel & Hospitality

IT & Telecom

Others

Enterprise Size Outlook (Revenue, USD Billion, 2021 - 2035)

Large Enterprises

Small & Medium-sized Enterprise

Regional Outlook (Revenue, USD Billion, 2021 - 2035)

North America

U.S.

Canada

Mexico

Europe

UK

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Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

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