

Global Mobile Backend as a Service (BaaS) Market Data Survey Report 2025

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Abstracts

Summary

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).

The main contents of the report including:

Global market size and forecast

Regional market size, production data and export & import

Key manufacturers (manufacturing sites, capacity and production, product specifications etc.)

Average market price by SUK

Major applications

Key manufacturers are included based on manufacturing sites, capacity and production, product specifications etc.:

IBM Corporation

Oracle Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

KII Corporation

Cloudmine

Parse

Feedhenry

Major applications as follows:

Data and application integration

Identity and access management

Usage analytics

Support and maintenance Service

Others

Regional market size, production data and export & import:

Asia-Pacific

North America

Europe

South America

Middle East & Africa

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