

# **App Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027**

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## **Abstracts**

The global app analytics market size reached US\$ 1,750 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 5,789 Million by 2027, exhibiting a growth rate (CAGR) of 22.02% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

App analytics captures, analyzes, and delivers meaningful insights from application usage and metrics to improve customer experience and business outcomes. It provides unprecedented data about the response time, counts, exceptions, custom metrics, dependency rates, request and failure rates, page views and load performance, host diagnostics, and diagnostic trace logs. Apart from this, it offers real-time analysis through visualization of data, which allows enterprises to troubleshoot performance and root cause issues. It can also analyze data in different contexts, capture application data without writing new code, handle big data center needs, and analyze streaming data and log files quickly.

### **App Analytics Market Trends:**

Nowadays, numerous companies use continuous integration and delivery development paradigms, which increases the need to measure the performance of web, mobile and desktop applications. This represents one of the major drivers positively influencing the adoption of app analytics worldwide. It also helps these companies in identifying the location and cause of performance problems in a network or server. Apart from this, app analytics is gaining traction in the retail sector as it allows enterprises to monitor performance across complex operational silos and translate real-time data into insights. It is also used to improve efficiency, track marketing return on investment (ROI), and

measure usage patterns. Moreover, it enables developers to build software and fix bugs quickly. It acts as a mobile app analytics tool that provides information about the number of users and the geographical distribution of the software. This, in turn, is projected to expand the use of app analytics in the banking, financial services, and insurance (BFSI), media and entertainment, logistics, and telecom and information and technology (IT) industries.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global app analytics market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, component, deployment mode, application and industry vertical.

#### Breakup by Type:

Mobile App Analytics

Web App Analytics

#### Breakup by Component:

Software

Services

#### Breakup by Deployment Mode:

On-premises

Cloud-based

#### Breakup by Application:

Marketing Analytics

Performance Analytics

In-App Analytics

Revenue Analytics

Others

#### Breakup by Industry Vertical:

Gaming and Entertainment

Social Media  
IT and Telecom  
Health and Fitness  
Travel and Hospitality  
Retail and E-commerce  
Education and Learning  
BFSI  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adobe Inc., Amazon Web Services Inc., App Annie,

AppDynamics Inc (Cisco Systems Inc.), Apptentive Inc., Clevertap, Countly, Flurry, International Business Machines Corporation, Mixpanel, Taplytics Inc. and Upland Software Inc.

**Key Questions Answered in This Report:**

How has the global app analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global app analytics market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global app analytics market and who are the key players?

What is the degree of competition in the industry?

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