

# **App Analytics Market Report by Type (App Analytics, Web App Analytics), Components (Software, Services), Deployment Mode (On-Premises, Cloud-Based), Application (Marketing Analytics, Performance Analytics, In-App Analytics, Revenue Analytics, and Others), Industry Vertical (Gaming and Entertainment, Social Media, IT and Telecom, Health and Fitness, Travel and Hospitality, Retail and E-Commerce, Education and Learning, BFSI, and Others), and Region 2023-2028**

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## **Abstracts**

The global app analytics market size reached US\$ 2,168 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6,975 Million by 2028, exhibiting a growth rate (CAGR) of 21.5% during 2022-2028. The significant expansion in the e-commerce industry, the growing popularity of video streaming services and mobile gaming, and the increasing number of cybersecurity threats are some of the major factors contributing to the market growth.

App analytics is the systematic process of measuring, collecting, and analyzing data related to the performance and usage of mobile applications. It is essential in helping businesses understand how customers are utilizing their apps. It enables corporations to gain valuable insights into user behavior, including features that are most popular, how often the app is used, and where users drop off or encounter issues through analytics, which is essential for making informed decisions about app optimization, user experience enhancements, and overall app strategy. It also provides data on key

metrics, including user engagement, retention, and conversion rates. Additionally, businesses can refine their apps, target their marketing efforts more effectively, and ultimately provide a better user experience using this data.

The market is primarily driven by the increasing concerns about data security and user privacy. In addition, the rising demand for app analytics to identify potential security and privacy issues while ensuring compliance with relevant laws is influencing the market growth. Moreover, the widespread adoption of smartphones and the increasing number of mobile apps available led to increasing mobile app usage, creating a need for businesses to understand user behavior and preferences, representing another major growth-inducing factor. Besides this, it provides valuable insights into user interactions with apps, helping companies make informed decisions about app features, marketing strategies, and user engagement, thus accelerating market growth. Along with this, app developers and businesses aim to provide a seamless and enjoyable user experience with app that enable them to identify areas where user experience can be improved, leading to higher user retention rates and customer satisfaction, thus propelling market growth.

#### App Analytics Market Trends/Drivers:

The significant expansion in the e-commerce industry

The market is driven by the rising e-commerce industry. In addition, businesses are relying on app analytics tools to gain insights, improve user experiences, and drive revenue thus influencing the market growth. Also, e-commerce companies are aware of the importance of user engagement and retention which is escalating product demand to provide in-depth data on user behavior. It helps businesses understand how customers interact with their mobile apps which enables them to optimize the app's features, content, and user interface to enhance engagement and encourage repeat visits, thus augmenting the market growth. It also allows businesses to collect data on user preferences, purchase history, and browsing habits which is invaluable for tailoring product recommendations and marketing efforts, thereby increasing the likelihood of conversion. Apart from this, the rising product use to improve conversion rates, pinpoint users drop off in the sales funnel, and identify bottlenecks, which allow businesses to make targeted improvements to increase the conversion rate and improve sales, is also propelling the market growth.

The growing popularity of video streaming services and mobile gaming

The rise of video streaming platforms including Netflix, Amazon Prime Video, Disney+,

and numerous other channels contributed to the demand for app analytics. These services rely heavily on mobile applications to reach their audiences and gain insights into user engagement, content preferences, and viewing habits. This data is invaluable for content recommendation algorithms, allowing them to personalize the user experience and keep viewers engaged. Additionally, it assists streaming services in optimizing video quality, reducing buffering, and ensuring a seamless streaming experience, thus influencing market growth. Moreover, companies are turning to analytics to gain a competitive edge by offering better content recommendations and improving customer satisfaction, thus representing another major growth-inducing factor. Besides this, analytics are essential in providing game developers with valuable insights including user retention rates, in-app purchase behavior, and level completion data, thus accelerating the market growth. It allows game developers to fine-tune their games, introduce new features, and tailor in-game offers to enhance the gaming experience and maximize revenue.

#### The increasing number of cybersecurity threats

The rising number of cybersecurity threats led to the widespread adoption of app analytics for the protection of sensitive data and the security of the applications themselves. In addition, the rising product demand for gathering a vast array of information, including user behavior, location data, and even personal preferences, is influencing the market growth. Moreover, companies are focusing on cybersecurity measures including the implementation of improved encryption protocols to protect data in transit and at rest, regularly conducting security audits and vulnerability assessments, and adopting best practices for secure coding and application development, representing another major growth-inducing factor. Besides this, compliance with data protection regulations, such as GDPR and CCPA, has become a priority. Failure to comply with these regulations can result in significant fines and reputational damage. As a result, key players are investing in compliance efforts to ensure the privacy and security of user data.

#### App Analytics Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional and country levels from 2023-2028. 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

Mobile app analytics represents the most popular type

The report has provided a detailed breakup and analysis of the market based on the type. This includes mobile app analytics and web app analytics. According to the report, mobile app analytics represented the largest segment.

The mobile app analytics market is driven by the explosive growth of mobile applications across various industries. In addition, the increasing use of smartphones and tablets by individuals led businesses to recognize the immense potential of reaching their target audiences through mobile apps, thus escalating the demand for analytics tools tailored specifically for mobile applications.

Moreover, mobile app analytics tools provide essential insights into user behavior, performance, and engagement, offering businesses a comprehensive understanding of how users interact with their apps which enables app developers and businesses to make informed decisions to enhance user experiences, increase retention rates, and drive revenue growth, thus representing another major growth-inducing factor.

Along with this, it empowers businesses to stay competitive by tracking user preferences, optimizing app functionality, and fine-tuning marketing strategies due to the growing e-commerce, social media, entertainment, and productivity apps on mobile devices, thus propelling market growth.

### Breakup by Component:

#### Software Services

Software holds the largest share of the market

A detailed breakup and analysis of the market based on the component has also been provided in the report. This includes software and services. According to the report, software accounted for the largest market share.

Software is essential in providing the tools and technologies that businesses require to analyze and optimize their mobile applications. It includes a wide spectrum of

functionalities and features tailored to meet the numerous needs of businesses across various industries. These solutions provide comprehensive insights into user behavior, engagement, and app performance, allowing companies to make data-driven decisions.

Moreover, the flexibility and scalability of software make it a versatile choice for businesses of all sizes such as a startup looking to understand its initial user base or a multinational corporation seeking to analyze data from a global audience, thus representing another major growth-inducing factor.

Also, software-based solutions can be customized and scaled accordingly, and the increasing complexity of mobile applications demands sophisticated analytics tools, and software Excel offers advanced capabilities such as real-time data analysis, thus augmenting the market growth. AI-powered predictive analytics, and user segmentation, enabling businesses to extract actionable insights from vast datasets.

#### Breakup by Deployment Mode:

On-premises

Cloud-based

On-premises deployment presently accounts for the largest market share

A detailed breakup and analysis of the market based on the deployment mode have also been provided in the report. This includes on-premises and cloud-based. According to the report, on-premises deployment accounted for the largest market share.

On-premises deployment refers to the installation and operation of analytics software within an organization's physical infrastructure, typically within its own data centers which offer several advantages. In addition, the increasing use of on-premises solutions provides organizations with greater control and security over their data in industries where data privacy and compliance are important, such as healthcare and finance to keep sensitive data within the organization's infrastructure, thus influencing the market growth. It also allows businesses to tailor security measures to their specific needs, ensuring data protection and regulatory compliance.

Additionally, on-premises solutions often appeal to enterprises with substantial existing IT infrastructure. They can integrate analytics seamlessly with their existing systems and databases, streamlining operations and data management. For applications requiring real-time analytics, keeping data on-site can reduce latency and ensure rapid

response times, enhancing the user experience.

#### Breakup by Application:

Marketing Analytics  
Performance Analytics  
In-App Analytics  
Revenue Analytics  
Others

Marketing analytics hold the largest share of the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes marketing analytics, performance analytics, in-app analytics, revenue analytics, and others. According to the report, marketing analytics accounted for the largest market share.

Marketing analytics optimizes user engagement, conversion rates, and overall marketing strategies for businesses. In addition, it enables businesses to decode user behavior patterns comprehensively and provides insights into how users interact with mobile apps, tracking their journey from app installation to conversion, which is influencing the market growth. This granular understanding empowers marketers to make informed decisions, refine marketing campaigns, and maximize ROI.

Moreover, marketing analytics equips them with the means to identify which marketing channels are most effective, which campaigns resonate with their target audience, and how to allocate resources efficiently, thus representing another major growth-inducing factor.

Besides this, the advent of personalized marketing strategies intensified the need for marketing analytics, resulting in users now expecting tailored experiences, while providing the data needed to deliver personalized content, recommendations, and offers which enhances user satisfaction and improves customer retention rates, thus accelerating the market growth.

Marketing analytics also aids in tracking key performance indicators (KPIs) such as customer acquisition cost (CAC), customer lifetime value (CLV), and return on ad spend (ROAS). These metrics are essential for assessing the effectiveness of marketing efforts and making data-driven decisions to optimize campaigns.



### 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

Gaming and entertainment dominates the market

A detailed breakup and analysis of the market based on the industry vertical has also been provided in the report. This includes gaming and entertainment, social media, IT and telecom, health and fitness, travel and hospitality, retail and e-commerce, education and learning, BFSI, and others. According to the report, gaming and entertainment accounted for the largest market share.

The gaming and entertainment sector is characterized by its wider consumer base. Mobile games and entertainment apps cater to a global audience, spanning various age groups and demographics which generates an enormous amount of user data, making app analytics indispensable for understanding player behavior, preferences, and trends.

Moreover, the competitive nature of the gaming industry is escalating the product demand, allowing developers to strive to create engaging and immersive gaming experiences, thus representing another major growth-inducing factor. Along with this, analytics tools provide real-time insights into gameplay, helping developers fine-tune mechanics, levels, and in-app purchases to enhance user engagement and retention, thus propelling market growth.

Moreover, analytics enable A/B testing of different game elements, leading to data-driven improvements that drive player satisfaction and profitability. In-app purchases, advertising, and virtual goods sales are essential in revenue streams for gaming and entertainment apps, ensuring optimal pricing, ad placement, and revenue generation.

### 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

North America leads the market, accounting for the majority of the market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The North America market is driven by the growing Silicon Valley in the United States. It serves as a global hub for technology companies, startups, and venture capitalists that fosters a culture of innovation and drives the development and adoption of advanced analytics solutions, thus influencing market growth.



Apart from this, North America is home to a vast number of app developers and companies from established tech giants to nimble startups, North America's improved app development community is escalating the demand for tools that recognize the essential role analytics play in refining their apps, understanding user behavior, and maximizing their apps' potential, thus propelling the market growth.

Furthermore, North American businesses are known for their strong focus on data-driven decision-making. It provides valuable insights that help companies fine-tune their strategies, enhance user experiences, and optimize monetization efforts with a data-centric approach, thus providing a positive thrust to market growth.

#### Competitive Landscape:

At present, key players in the market are continuously implementing strategies to strengthen their positions and remain competitive in this rapidly evolving industry. They are investing in research and development (R&D) to enhance their analytics solutions and focus on introducing new features such as predictive analytics, AI-driven insights, and real-time monitoring to provide more comprehensive and valuable data to their customers. Moreover, companies are prioritizing improving the user experience of their analytics platforms including user-friendly interfaces, intuitive dashboards, and easy-to-interpret reports, ensuring that customers can derive actionable insights without technical expertise. Besides this, they are recognizing the importance of multi-platform analytics and expanding their solutions to cover various operating systems, devices, and app stores which enables customers to gain a holistic view of their user base.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.

Upland Software Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Recent Developments:

In July 2020, App Annie developed a new version of Libring under the name App Annie Ascend, which may be sold to current App Annie clients and provide app market data, while offering advertising analytics, especially for game publishers and other businesses involved in the supply side of the advertising sector for appealing to a different market.

In January 2021, Upland Software Inc., a provider of cloud-based enterprise work management software, acquired Localytics, a provider of mobile app personalization and analytics solutions for US\$ 68 Million .

In June 2022, Adobe Inc. announced new services in Adobe Analytics, delivering a single workspace for brands to unify data and insights across all media types including the metaverse and streaming media with global brands adopting Adobe Analytics, and also launched a new service to transition data from other analytics products while preserving historical compliance with regulations such as Global Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA).

#### Key Questions Answered in This Report

1. How big is the global app analytics market?
2. What is the expected growth rate of the global app analytics market during 2023-2028?
3. What are the key factors driving the global app analytics market?
4. What has been the impact of COVID-19 on the global app analytics market?
5. What is the breakup of the global app analytics market based on the type?
6. What is the breakup of the global app analytics market based on the component?
7. What is the breakup of the global app analytics market based on the deployment mode?
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