

# Mobile Business Intelligence Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global mobile business intelligence market size reached US\$ 11.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 34.2 Billion by 2028, exhibiting a growth rate (CAGR) of 17.5% during 2023-2028.

Mobile business intelligence (MBI) refers to the ability to compute business and data analytics services to remote users via mobile or handheld devices. With limited computing capacity and built-in messaging functionality, MBI allows users to operate the same or similar features and processes as that of a desktop-based software solution. MBI solutions built to support mobile communication are generally equipped with complex functionalities, thereby allowing instant transfer of images, voice, or videos. They also enable executives to collaborate and provide greater value from collaboration during data analysis. As mobile usage in business applications is increasing every day, several cloud and on-premises providers of business intelligence software and services are shifting to mobile-based solutions for managing data for organizations handling large volumes of enterprise data and producing meaningful reports and business information summary visualization.

### Mobile Business Intelligence Market Trends:

The market is primarily driven by the rising demand for big data analytics in making critical business decisions within a compressed timeframe. This is also supported by the steady advancements in technology and the increasing acceptance of the bring your own devices (BYOD) trend across enterprises. Significant investments in both public and private sectors for the deployment of MBIs are contributing to the market growth. Moreover, the widespread integration of the internet of things (IoT) that allows mobile devices to communicate, analyze, and share data via cloud-based software platforms

and networks is anticipated to provide a thrust to the amount of data generated, thus increasing the deployment of MBI tools. Furthermore, the escalating sales of mobile phones and wearable devices, proliferating e-commerce platforms and rapid automation in the banking sector are also creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile business intelligence market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on solution, deployment mode, enterprise size, application and end user vertical.

#### Breakup by Solution:

- Software
- Service

#### Breakup by Deployment Mode:

- On-premises
- Cloud-based

#### Breakup by Enterprise Size:

- Small and Medium-sized Enterprises
- Large Enterprises

#### Breakup by Application:

- Fraud and Security Management
- Sales and Marketing Management (Customer Engagement and Analysis)
- Predictive Asset Maintenance
- Risk and Compliance Management
- Supply Chain Management and Operations
- Others

#### Breakup by End User Vertical:

- BFSI
- IT and Telecommunications

Healthcare  
Retail  
Government  
Manufacturing  
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 International Business Machines Corporation, Microsoft Corporation, Microstrategy Incorporated, Oracle Corporation, QlikTech International AB, SAP SE, SAS Institute Inc., Tableau Software LLC (Salesforce Inc.), TIBCO Software Inc., Yellowfin International Pty Ltd. (Idera Inc.) and Zoho Corporation Private Limited.

### Key Questions Answered in This Report:

How has the global mobile business intelligence market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global mobile business intelligence market?

What are the key regional markets?

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

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

What is the breakup of the market based on the enterprise size?

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

What is the breakup of the market based on the end user 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 mobile business intelligence market and who are the key players?

What is the degree of competition in the industry?

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