

Mobile Business Intelligence Market Report by Solution (Software, Service), Deployment Mode (On-premises, Cloud-based), Enterprise Size (Small and Medium-sized Enterprises, Large Enterprises), 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, and Others), End User Vertical (BFSI, IT and Telecommunications, Healthcare, Retail, Government, Manufacturing, and Others), and Region 2024-2032

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Abstracts

The global mobile business intelligence market size reached US\$ 13.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 51.5 Billion by 2032, exhibiting a growth rate (CAGR) of 15.3% during 2024-2032. The global market is primarily driven by the rising demand for real-time data access, the growth of remote work, advancements in AI and machine learning, an increase in data volume, the adoption of cloud-based solutions, stringent data security needs, and the necessity for seamless integration with existing business systems.

Mobile Business Intelligence Market Analysis:

Market Growth and Size: The market is experiencing significant growth, driven by the increasing demand for real-time data access and decision-making capabilities. With the

expansion of the mobile workforce and advancements in technology, the market is expected to continue its upward trajectory, offering substantial opportunities for both existing players and new entrants.

Major Market Drivers: Key drivers include the rising trend of remote work and the growing need for on-the-go data analysis, advancements in AI and machine learning enhancing BI capabilities, and the escalating volume and variety of business data. Additionally, the demand for improved user experiences and the adoption of cloud-based solutions contribute to the market's expansion.

Technological Advancements: Innovations in AI and machine learning are revolutionizing Mobile BI, offering sophisticated data analysis, predictive analytics, and personalized insights. Cloud computing is also playing a crucial role, providing scalable and cost-effective BI solutions, while enhancements in user interface design are making these tools more accessible to a wider audience.

Industry Applications: Mobile BI is seeing widespread application across various industries, with significant adoption in sectors, including BFSI, healthcare, retail, and government. These tools are used for diverse purposes including customer engagement analysis, predictive asset maintenance, risk and compliance management, and supply chain optimization.

Key Market Trends: The market is witnessing trends, such as increasing adoption of cloud-based mobile BI solutions, a focus on enhanced security and compliance features, and the integration of mobile BI with other business systems for comprehensive analytics. The move towards real-time data analysis and the democratization of data across organizational hierarchies are also notable trends.

Geographical Trends: North America leads the market, attributed to its advanced technological infrastructure and strong corporate sector. Asia Pacific is rapidly growing due to digitalization and expanding SMEs, while Europe maintains steady growth with an emphasis on data security and regulatory compliance. Latin America and the Middle East & Africa are emerging as potential markets with increasing digital adoption.

Competitive Landscape: The market features a mix of established players and emerging challengers, with key players focusing on strategic collaborations, technological innovations, and expanding service offerings. The competitive landscape is characterized by efforts to integrate advanced technologies, improve user interfaces, and offer scalable, cloud-based solutions.

Challenges and Opportunities: Business Intelligence market is the adoption barrier among businesses unfamiliar with BI technology, particularly small and medium-sized enterprises. Additionally, there exists a skill gap in effectively utilizing advanced BI tools, requiring ongoing training and education. Addressing these challenges offers opportunities for BI providers to develop more intuitive, easy-to-use interfaces and comprehensive training programs, facilitating smoother adoption and better utilization of

BI tools across various business sectors.

Mobile Business Intelligence Market Trends:

Increasing mobile workforce and remote work trends

The expansion of the mobile workforce and the growing trend of remote work are significant drivers of the mobile BI market. As more organizations adopt flexible working models, there is an escalating need for mobile-accessible, real-time data analytics tools. Mobile BI solutions enable employees to access critical business information and perform data analysis on-the-go, enhancing decision-making processes and productivity irrespective of location. This adaptability to remote work environments addresses the changing workplace dynamics, promoting efficiency and responsiveness. The integration of mobile BI into business processes caters to the demands of a technologically adept workforce, fostering a culture of data-driven decision-making across various industries.

Advancements in AI and Machine Learning

The incorporation of artificial intelligence (AI) and machine learning (ML) in mobile BI tools is a key factor propelling the market. These technologies enhance the capabilities of mobile BI applications by enabling more sophisticated data analysis, predictive analytics, and personalized data insights. AI and ML algorithms can process vast amounts of data more efficiently than traditional methods, offering deeper insights and more accurate forecasts. This technological progression allows businesses to leverage their data assets more effectively, leading to improved business strategies and competitive advantage. Furthermore, AI-driven mobile BI applications can automate routine data analysis tasks, saving time and resources while allowing employees to focus on more strategic activities.

Rise in data volume and variety

The exponential growth in the volume and variety of data being generated by businesses is a crucial driver of the global market. With the proliferation of digital transactions, social media interactions, and IoT devices, organizations are amassing vast amounts of diverse data. Mobile BI tools provide a platform for effectively managing, analyzing, and visualizing this data, enabling businesses to glean actionable insights. The ability to access and interpret this data through mobile devices ensures that decision-makers can remain informed and agile, regardless of their location. This trend underscores the necessity for robust mobile BI solutions capable of handling large

data sets and offering comprehensive analytical capabilities to support data-driven decision-making processes.

Mobile Business Intelligence 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 for 2024-2032. Our report has categorized the market based on solution, deployment mode, enterprise size, application, and end user vertical.

Breakup by Solution:

- Software
- Service

The report has provided a detailed breakup and analysis of the market based on the solution. This includes software and service.

Breakup by Deployment Mode:

- On-premises
- Cloud-based

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.

Breakup by Enterprise Size:

- Small and Medium-sized Enterprises
- Large Enterprises

The report has provided a detailed breakup and analysis of the market based on the enterprise size. This includes small and medium-sized enterprises and 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

Sales and marketing management exhibits a clear dominance in the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes fraud and security management, sales and marketing management (customer engagement and analysis), predictive asset maintenance, risk and compliance management, supply chain management and operations, and others. According to the report, sales and marketing management accounted for the largest market share.

Breakup by End User Vertical:

BFSI
IT and Telecommunications
Healthcare
Retail
Government
Manufacturing
Others

BFSI dominates the market

The report has provided a detailed breakup and analysis of the market based on the end user vertical. This includes BFSI, IT and telecommunications, healthcare, retail, government, manufacturing, and others. According to the report, BFSI represented the largest segment.

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 largest mobile business intelligence 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); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, 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 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:

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.)
Zoho Corporation Private Limited

Key Questions Answered in This Report

1. What was the size of the global mobile business intelligence market in 2023?
2. What is the expected growth rate of the global mobile business intelligence market during 2024-2032?
3. What are the key factors driving the global mobile business intelligence market?
4. What has been the impact of COVID-19 on the global mobile business intelligence market?
5. What is the breakup of the global mobile business intelligence market based on the application?
6. What is the breakup of the global mobile business intelligence market based on the end user vertical?
7. What are the key regions in the global mobile business intelligence market?
8. Who are the key players/companies in the global mobile business intelligence market?

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