

Asia Pacific App Analytics Market (2018 - 2024)

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Abstracts

The Asia Pacific App Analytics Market would witness market growth of 21.5% CAGR during the forecast period (2018 – 2024). Asia Pacific (APAC) will grow over the forecast period at the highest CAGR as the region is witnessing a paradigm shift in the adoption of app analytics solutions and services across various verticals. It is expected, due to its flexible economic policies and increasing investments in app analytics solutions and services, to provide significant growth opportunities for app analytics vendors. For example, the National Big Data Analytics (BDA) innovation network was established in Malaysia in January 2015 by the Multimedia Development Corporation (MDEC) to speed up Big Data Analytics (BDA) adoption. MDEC signed three Memorandum of Understanding (MoUs) for the construction of innovation centres for BDA with leading industry and key government partners. The aim of these innovation centres is to promote BDA adoption, promote innovation and build a BDA ecosystem for all sectors of the economy. Data Integration Partnership for Australia (DIPA) was funded by the Public Sector Modernization Fund with about USD 102.2 million.

Based on Type, the market is segmented into Web App Analytics and Mobile App Analytics. Based on Application, the market is segmented into App Performance Analytics & Operations, User Analytics, Ad Monitoring & Marketing Analytics, and Revenue Analytics. Based on Component, the market is segmented into Software and Services. Based on End User, the market is segmented into Gaming & Social Media, BFSI, Logistics, Travel & Hospitality, Retail & E-commerce, Media & Entertainment, Telecom & IT, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe Systems Inc., Mixpanel, Localytics, App Annie Inc., AppDynamics (Cisco Systems), Appsflyer Ltd., Appsee, Clevertap, IBM Corporation, and Countly.

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