

Asia Pacific Multiexperience Development Platforms Market By Component (Platforms (Without Services) and Services), By Deployment Type (On-premise and Cloud), By Enterprise Size (Large Enterprises and Small & Mid-size Enterprises (SMEs)), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Multiexperience Development Platforms Market would witness market growth of 24.3% CAGR during the forecast period (2020-2026).

A multi-experience development platform (MXDP) refers to a development platform that is useful for developing mobile and web applications, as well as augmented reality, chat, voice, and wearable experiences. MXDP platforms are beneficial for businesses to rapidly scale their app development projects in a wide range of platforms, devices, and form factors.

The growing demand for custom mobile app development in several organizations, along with better internal operational efficacy offered by multi-experience development platforms (MXDP), is anticipated to boost the overall market growth. The multi-experience development platform is defined as an application development platform that is used to mobile apps and develops web, as well as Augmented Reality (AR), voice, chat, and wearable experience. It allows enterprises to design a single application that can be used on various devices. Therefore, growing adoption of multi-experience development platforms in BFSI, Retail, IT and Telecom, Travel and Hospitality, and other such industries to ease the operational process. These factors are driving market growth over the foreseeable period.

Due to the outbreak of the COVID-19 pandemic, most of the businesses employ apps because they are easily manageable with increasing digitalization levels. Moreover, the growing importance of new interfaces like natural language or new wearables devices will increase the demand for multi-experience development platforms in the coming years. Adopting MXDP is accompanied by various advantages as it eliminates potential security risk, decreases time to market for mobile apps, and offers better control over actual deployment.

Based on Component, the market is segmented into Platforms (Without Services) and Services. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Enterprise Size, the market is segmented into Large Enterprises and Small & Mid-size Enterprises (SMEs). 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 Microsoft Corporation, IBM Corporation, Oracle Corporation, SAP SE, Siemens AG (Mendix), Salesforce.com, Inc., Pegasystems, Inc., ServiceNow, Inc., Appian Corporation, and Progress Software Corporation.

Scope of the Study

Market Segmentation:

By Component

- Platforms (Without Services)

- Services

By Deployment Type

- On-premise

- Cloud

By Enterprise Size

Large Enterprises

Small & Mid-size Enterprises (SMEs)

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Microsoft Corporation

IBM Corporation

Oracle Corporation

SAP SE

Siemens AG (Mendix)

Salesforce.com, Inc.

Pegasystems, Inc.

ServiceNow, Inc.

Appian Corporation

Progress Software Corporation

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