

Europe App Analytics Market (2018 - 2024)

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Abstracts

The Europe App Analytics Market would witness market growth of 18.5% CAGR during the forecast period (2018 – 2024). Growing business inclination for mobile advertising, increasing penetration of smart phones in developing economies, growing prevalence of mobile and website applications and extensive investments in analytical technology drive the demand for app analysis markets. However, the availability of open source alternatives and data inconsistency is likely to hinder the growth of the market for application analytics during the forecast period. Furthermore, the major shift towards marketing oriented towards the customer is also anticipated to offer profitable opportunities on the market, with an increasing focus on higher ROIs and growth in BYOD.

Mobile app analytics gives visibility about the availability and performance of mobile apps in terms of device, server, network, and other technology factors. In order to capture and fix unpredictable app behaviour like crashes, bugs, and errors, mobile app analytics have proved to be significantly critical. This type of analytics must be applied at both, the app testing phase as well as the after release of the app into production. Device-level analytics helps to track the performance of the hardware.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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 County.

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