

# Application Performance Management Market - Industry Trends, Opportunities and Forecasts to 2023

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## Abstracts

Application Performance Management (APM) allows the deployment of software systems at various levels of the delivery chain in order to measure and increase the productivity of the work process. It also helps to analyze big data on real-time basis and thus, solve any issue faced by the user quickly. The application performance management market was valued at US\$4.629 billion in 2017 and is projected to reach US\$8.773 billion by 2023 exhibiting a CAGR of 11.25% during the forecast period. Growing adoption of mobile and cloud computing & storage is driving the demand for application performance management worldwide. Rising demand for big data analytics is further propelling the growth of global application management performance market. Due to the emerging trend of keeping digital patient healthcare records, growing global healthcare industry will also spur the demand for application performance management solutions in the coming years. Furthermore, growing adoption of automation and need for log management in various industries will also boost the market growth. Increasing business services such as e-commerce and online loan processing will provide a great opportunity for the expansion of application performance management market across the globe. However, lack of awareness and complex application designs will restrain the market growth during the forecast period.

## Research Methodology

The report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segments which have been covered as part of the report.

## Market Dynamics

This section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of application performance management solutions. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

## Segmentation

Application Performance Management Market has been segmented by deployment model, access type, industry vertical and geography as below:

### By Deployment Model

On-Premise

Hybrid

Cloud

### By Access Type

Mobile APM

Web APM

### By Industry Vertical

BFSI

Government

Retail

Travel and Transport/Logistics

Healthcare

Communication and Technology

Others

### By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

Middle East and Africa

Asia Pacific

Market Players

Competitive intelligence and company profiles sections analyze key players in the market, their growth strategies, financials, and recent investments among others. Key industry players in application performance market are International Business Machines (IBM), Compuware Corporation, Dell Software, AppDynamics, and Riverbed Technology among others.

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