

2018-2023 Global Mobile Analytics Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Mobile Analytics market for 2018-2023.

Mobile analytics involves measuring and analysing data generated by mobile platforms and properties, such as mobile sites and mobile applications.

Mobile analytics is mainly used for two applications: Android Platform, iOS Platform, Other Platforms. And Android Platform was the most widely used type which took up about 77% of the global total in 2016. And APP analytics is the most area (70%) of Mobile analytics while it includes synthesized tool with APP analytics in fact.

The global mobile analytics average price is influenced by the global trend. Complete software is usually free to thousands of USD per month from abroad vendors, if you want to buy new Mobile Analytics. The average price will be in decline trend if more vendors go into operation in the future.

USA is the largest consumption countries of Mobile Analytics in the world in the past few years and it will keep increasing in the next few years. USA market took up about 37% the global market in 2016, while Europe was about 24%, and Japan is followed with the share about 11%.

USA, Germany, China and France are now the key developers of Mobile Analytics. There are some vendors with poor quality products, but the Chinese market is still controlled by the abroad vendors. And the high quality products are mainly supplied by

overseas producers.

Google, Yahoo/Flurry, Adobe Systems, Webtrends, IBM, Amazon Web Services, Localytics, Mixpanel, comScore and Microsoft are the key suppliers in the global Mobile Analytics market. Top 10 took up about 70% of the global market in 2016. Abroad vendors took up more than 50% of the Chinese market. Google analytics is the most popular mobile analytics in the world.

Over the next five years, LPI(LP Information) projects that Mobile Analytics will register a 24.9% CAGR in terms of revenue, reach US\$ 8170 million by 2023, from US\$ 2150 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Mobile Analytics market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Mobile APP Analytics

Mobile Web Analytics

Other Types

Segmentation by application:

Android Platform

iOS Platform

Other Platforms

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this

report:

Tencent

Google

Facebook

Electronic Arts

Baidu Netcom

Gameloft

Taobao

Xiamen Meitu

Cheetah Mobile

King

WhatsApp

LINE Corp

Microsoft

Amazon

QIYI

Outfit7

Snapchat

Miniclip

Alipay

Glu Games

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Mobile Analytics market size by key regions/countries, product type and application.

To understand the structure of Mobile Analytics market by identifying its various subsegments.

Focuses on the key global Mobile Analytics players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Mobile Analytics with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Mobile Analytics submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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