

Global Mobile Analytics (MA) Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G100D1C02F65EN.html>

Date: July 2026

Pages: 150

Price: US\$ 3,660.00 (Single User License)

ID: G100D1C02F65EN

Abstracts

The global Mobile Analytics (MA) market size is predicted to grow from US\$ 11250 million in 2025 to US\$ 30410 million in 2032; it is expected to grow at a CAGR of 15.6% from 2026 to 2032.

Mobile analytics refers to the process of collecting, analyzing, and interpreting the data generated by mobile devices, such as smartphones and tablets, using various data analytics tools and technologies. With the rapid growth of mobile internet, smartphones have become the center of people's daily lives, and the activities performed on these devices generate vast amounts of data. Mobile analytics not only helps businesses understand user behavior, optimize products and services, but also provides decision support for marketing strategies, enhancing the competitiveness of businesses. The product scope includes user behavior analysis, application performance monitoring, mobile advertising analysis, user retention and activity assessment, among others. These analytical tools collect data on user clicks, time spent, interaction patterns, and more, providing businesses with accurate user profiles and market trends to gain an advantage in the competitive market.

The application areas of mobile analytics are wide-ranging, primarily including, but not limited to, mobile app development, mobile advertising, user experience optimization, e-commerce, and the gaming industry. Through mobile analytics, businesses can achieve real-time monitoring, data mining, and business optimization to better meet user needs and enhance user experience. With the introduction of artificial intelligence and big data technologies, the depth and breadth of mobile analytics are constantly expanding, providing businesses with richer insights and predictive capabilities. As a result, mobile analytics has become a core component of modern digital transformation and precision marketing for businesses.

With the widespread adoption of smartphones and mobile devices, the mobile analytics market is experiencing rapid growth. The main opportunities in the market lie in the richness of user behavior data and the growing demand for precise data analysis. As the application range of mobile devices continues to expand, industries such as e-commerce, finance, and entertainment are actively using mobile analytics to enhance user experience and operational efficiency. For businesses, data-driven decision-making has become a key means to enhance competitiveness.

The main driving factors include the diversification of user groups, the rapid increase in data volume, and the emphasis that businesses are placing on mobile analytics technologies. The increasing number of mobile applications and the continuous development of mobile internet provide abundant user data sources, driving the demand for mobile analytics tools and services. Additionally, the integration of artificial intelligence, big data, and machine learning technologies has further improved the accuracy and predictive capabilities of mobile analytics, injecting new vitality into the market.

However, the market also faces some risks and challenges. First, there are issues related to data privacy and security. As user data accumulates, protecting users' personal privacy has become a significant concern in the industry. Secondly, there is severe homogeneity in the technology available on the market, with many companies offering similar analytics tools, resulting in intense market competition, price wars, and service homogenization, leading to compressed profit margins for companies. Furthermore, the market concentration is relatively high, with a few technologically advanced companies dominating market development, making it difficult for small and medium-sized enterprises to break through.

In terms of downstream demand trends, as consumers' demand for personalized services increases, businesses are increasingly focusing on using mobile analytics to improve user retention and activity. Especially in e-commerce, social media, and mobile gaming industries, businesses aim to achieve better marketing conversion and user interaction through precise data analysis. The latest technological developments are centered around automated analysis, real-time data feedback, and deep data mining through artificial intelligence. These emerging technologies provide new momentum for the continuous development of the mobile analytics market.

LPI (LP Information)' newest research report, the "Mobile Analytics (MA) Industry Forecast" looks at past sales and reviews total world Mobile Analytics (MA) sales in

2025, providing a comprehensive analysis by region and market sector of projected Mobile Analytics (MA) sales for 2026 through 2032. With Mobile Analytics (MA) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile Analytics (MA) industry.

This Insight Report provides a comprehensive analysis of the global Mobile Analytics (MA) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Mobile Analytics (MA) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Mobile Analytics (MA) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Analytics (MA) and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Mobile Analytics (MA).

This report presents a comprehensive overview, market shares, and growth opportunities of Mobile Analytics (MA) market by product type, application, key players and key regions and countries.

Segmentation by Type:

App Analytics

Mobile Advertising Analytics

Enterprise Mobility Analytics

Others

Segmentation by Technical Architecture:

SDK-based Platform

Agent-based Solution

Codeless Tracking Tool

Segmentation by Deployment Model:

Public Cloud SaaS

On-premises

Hybrid Cloud

Segmentation by Downstream Industry:

E-commerce and Retail

Gaming

Financial Services

Others

Segmentation by Application:

Native App

Mobile Web

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Google LLC (Firebase)

Apple Inc. (App Store Connect App Analytics)

Adobe Inc. (Adobe Analytics)

Mixpanel, Inc.

Amplitude, Inc.

AppsFlyer Ltd.

Adjust GmbH

Branch Metrics, Inc.

Countly Ltd.

PostHog, Inc.

UXCam Ltd.

Flurry Analytics (Yahoo)

Kochava Inc.

Upland Localytics

Heap Inc.

data.ai (formerly App Annie)

Singular, Inc.

AppMetrica (Yandex)

Tenjin, Inc.

Sensors Data

TalkingData

GrowingIO

Umeng+ (Umeng)

MobTech

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