

Global Mobile Analytics Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Mobile Analytics market size is predicted to grow from US\$ 8296 million in 2025 to US\$ 33090 million in 2031; it is expected to grow at a CAGR of 25.9% from 2025 to 2031.

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

Global Mobile Analytics key players include Google, Yahoo/Flurry, Adobe Systems, Webtrends, IBM, etc. Global top five players hold a share about 50%.

North America is the largest market, with a share about 40%, followed by Europe and Japan, having a total share about 30 percent.

In terms of product, Mobile APP Analytics is the largest segment, with a share about 70%. And in terms of application, the largest application is Android Platform, followed by iOS Platform, etc.

LPI (LP Information)' newest research report, the "Mobile Analytics Industry Forecast" looks at past sales and reviews total world Mobile Analytics sales in 2024, providing a comprehensive analysis by region and market sector of projected Mobile Analytics sales for 2025 through 2031. With Mobile Analytics sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile Analytics industry.

This Insight Report provides a comprehensive analysis of the global Mobile Analytics 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 portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Mobile Analytics market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Analytics 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.

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

Segmentation by Type:

Mobile APP Analytics

Mobile Web Analytics

Mobile Crash Reporting

Other Types

Segmentation by Application:

Android Platform

iOS Platform

Other Platforms

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.

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

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