

Mobile Analytics Market by Type (Mobile Advertising and Marketing Analytics, In-app Behavioral Analytics, Application Performance Analytics, and Others), by Deployment, by Verticals, by Region - Global Forecast and Analysis to 2020

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Abstracts

The mobile analytics solutions are being widely adopted by businesses across various verticals, such as Banking, Financial Services and Insurance (BFSI), manufacturing, retail and e-Commerce, telecommunication and IT, media and entertainment, government, healthcare and life sciences, transportation and logistics, travel and hospitality, gaming, and others. The companies are adopting mobile analytics solution to increase their ROI and enhance mobile performance campaigns.

The explosive growth in the mobile apps in Google Play and iOS App Store is combining mobile and big data together. Mobile app usage and mobile data consumption has continued to grow exponentially over the last 5 years. Mobile video content has accentuated the prevalent mobile revolution. The mobile analytics helps to derive meaningful insights from this data and make well-informed and intelligent decision making. North America is contributing the maximum to the growth of mobile analytics market. However, emerging economies of APAC are expected to have immense growth potential during the forecast period. Still, the challenges related to the privacy are hindering the mobile analytics growth globally.

The complete mobile analytics market is segmented on the basis of types, deployment models, verticals, and regions. The overall market size is devised by adding up the individual market sizes of all the types including mobile advertising and marketing analytics, in-app behavioral analytic, application performance analytics, and others.

The mobile analytics solution and services are currently being offered by numerous vendors, such as IBM, Amazon Web Services (AWS), Google, Localytics, Adobe, Webtrends, ComScore, Flurry, Microsoft, and Mixpanel. These vendors are selling variations of mobile analytics solutions to give detailed knowledge about ranking, review, and rating of the mobile application.

The major issue restraining the growth of the mobile analytics market is the privacy concern. Mobile phones generate enormous amount of personal data, therefore as the market flourishes, security of that data is becoming a growing concern. Thus, mobile analytics vendors as well as systems integrators are working together to ensure that maximum features are provided considering the regulation.

The report would help the market leaders or new entrants in this market in better understanding of the competitors and gain more insights to improve one's position in the business. There is a separate section on competitive landscape, which includes competitor ecosystem, mergers and acquisitions, partnerships, and agreements. Besides, there are company profiles of ten players in this market. In this section, market internals have also been provided to put one ahead of the competitors.

The global mobile analytics market is expected to grow from USD 1.36 billion in 2015 to USD 4.12 billion by 2020, at a Compound Annual Growth Rate (CAGR) of 24.73%.

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