+357 96 030922
info@marketpublishers.com

Mobile Apps and Web Analytics Market by Component (Solutions & Services), Solution (Data Analytics, Data Discovery), Application (Content Marketing, Marketing Automation), Deployment Mode, Industry Vertical, and Region - Global Forecast to 2025

https://marketpublishers.com/r/MFA75B9A0DBCEN.html
Date: January 2023
Pages: 301
Price: US$ 4,950.00 (Single User License)
ID: MFA75B9A0DBCEN

Abstracts

The Mobile Apps and Web Analytics market is projected to grow from USD 9.4 Billion in 2022 to USD 20.2 Billion by 2027, at a CAGR of 16.4% during the forecast period. Due to the increasing adoption trend among numerous SME sectors, the United Arab Emirates and Saudi Arabia are anticipated to have significant development in the upcoming years. Cloud will play a crucial role in enabling new platforms, services, and facilities that governments and businesses want to enable as digitalization occurs throughout the area. The rapid growth of the internet has changed the way customers shop. Many customers are using various mobile apps and websites for online shopping, and this trend is growing exponentially. With the growing use of smartphones, the use of the internet is also growing, which has created vast scope for retailers to sell their products online.

The BFSI segment to have the largest market size during the forecast period

By vertical, the segments include BFSI, telecom, healthcare and life sciences, retail and e-commerce, government and public sector, manufacturing, IT and ITeS, energy and utilities, transportation and logistics, travel and hospitality and others (education, fishery, and real estate). Traditional banking techniques are transformed by AI and analytics, creating more robust, interconnected, and dynamic ecosystems to satisfy the customers' always-evolving needs The banking and finance industry relies on cutting-edge approaches to fulfill client needs to support them in operating effectively. These solutions help banks respond more quickly and effectively to stakeholder needs by

+357 96 030922
info@marketpublishers.com

providing strategic insights into the area of potential. Various financial entities use web and app analytics solutions to boost the visibility of their apps, thereby increasing the overall customer experience of web and mobile apps. Organizations are increasingly looking to leverage analytical insights to help them make better business decisions, improve their understanding of customer preferences, and deliver enhanced CXs.

The marketing automation segment is registered to grow at the highest CAGR during the forecast period

Marketing automation equips brands with the technology, capabilities, and insights they need to understand and interact with their customers meaningfully, at scale, and in real time. Used properly, it can become an engine of mobile apps and the web that moves a brand toward customer-centricity; this could not happen without data consolidation, given the complexity of omnichannel and digital communication. Businesses can use marketing automation tactics to stay on top of their marketing activities while effectively targeting customers with pre-programmed or automatically triggered messages across email, web, and social networks.

Among Vertical, Healthcare and Life Sciences vertical is anticipated to register the highest CAGR during the forecast period

The explosion of healthcare data in recent years is largely attributable to wearable and mobile devices that capture heart rate, blood pressure, physical activity, and other data. To guide better medical procedures, experts want to see data analytics used in clinical trials. Hospitals and other health institutions adopt mobile apps and web analytics solutions in their business applications to improve patients' overall experience. The solutions potentially speed up the detection of disease outbreaks, increase the time it takes for new pharmaceuticals to reach the market, tailor treatment based on a patient's DNA, and simplify the insurance and payment systems.

North America to account for the largest market size during the forecast period

North America is expected to have the largest market share in the Mobile Apps and Web Analytics market. North America is one of the leading markers for Mobile Apps and Web Analytics in terms of market share. The industry verticals such as retail & eCommerce, media & advertisement, and telecom & IT are the leading adopters of mobile apps & web analytics solutions in North America for a variety of uses, including enhancing customer experience in the retail & eCommerce industry vertical,

+357 96 030922
info@marketpublishers.com

understanding customer preferences through social media platforms, and improving healthcare machines' ability to track brain functioning of patients. The adoption of IoT devices by various enterprises to have more accurate real-time data for decision-making would boost the adoption of mobile apps & web analytics solutions in the region.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Mobile Apps and Web Analytics market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, D-Level Executives: 30%, and Others: 20%

By Region: APAC: 30%, Europe: 30%, North America: 25%, MEA: 10%, Latin America: 5%

The report includes the study of key players offering Mobile Apps and Web Analytics and services. It profiles major vendors in the global Mobile Apps and Web Analytics market. The major vendors in the global Mobile Apps and Web Analytics market include Microsoft (US), Google (US), Oracle (US), SAP (US), AWS, IBM (US), Teradata (US), Adobe (US), SAS Institute (US), Micro Focus (US), comScore (US), Salesforce (US), Splunk (US), Microstrategy (US), AT Internet (US), Webtrends (US), Tibco Software (US), Mixpanel (US), Upland Localytics (US), Amplitude Analytics (France), Qlik (US), Flurry (US), Cooldata (US), Countly (UK), Mobilebridge (Netherlands), Appsflyer (US), Uxcam (US), Incubasys (UAE), Datamatics Technologies (UAE), Alpha Byte (UAE), Celadon (UAE), Singular (Israel), Matomo (New Zealand), Plausible (Estonia), and Fathom (US).

Research Coverage

The market study covers the Mobile Apps and Web Analytics market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, application, deployment mode, organization size, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and

+357 96 030922
info@marketpublishers.com

business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall Mobile Apps and Web Analytics market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

+357 96 030922
info@marketpublishers.com

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF STUDY
1.2 MARKET DEFINITION
1.3 INCLUSIONS & EXCLUSIONS
1.4 MARKET SCOPE
  1.4.1 MARKET SEGMENTATION
  1.4.2 REGIONS COVERED
  1.4.3 YEARS CONSIDERED
1.5 CURRENCY CONSIDERED
TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2019–2021
1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
FIGURE 1 MOBILE APPS AND WEB ANALYTICS MARKET: RESEARCH DESIGN
  2.1.1 SECONDARY DATA
2.2 MARKET BREAKUP AND DATA TRIANGULATION
FIGURE 2 DATA TRIANGULATION
  2.2.1 PRIMARY DATA
    2.2.1.1 Key industry insights
TABLE 2 BREAKUP OF PRIMARY INTERVIEWS
    2.2.1.2 Breakup of primary interviews
2.3 MARKET SIZE ESTIMATION
FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 1 (SUPPLY SIDE): REVENUE FROM MOBILE APPS AND WEB ANALYTICS SOLUTIONS AND SERVICES
FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 2, BOTTOM-UP (SUPPLY SIDE): REVENUE FROM MOBILE APPS AND WEB ANALYTICS SOLUTIONS AND SERVICES
FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 3, BOTTOM-UP (DEMAND SIDE): SHARE OF MOBILE APPS AND WEB ANALYTIC SOLUTIONS
FIGURE 6 MOBILE APPS AND WEB ANALYTICS MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
  2.3.1 TOP-DOWN APPROACH
  2.3.2 BOTTOM-UP APPROACH

+357 96 030922
info@marketpublishers.com

2.4 MARKET FORECAST
TABLE 3 FACTOR ANALYSIS
2.5 RESEARCH ASSUMPTIONS
2.6 LIMITATIONS AND RISK ASSESSMENT

3 EXECUTIVE SUMMARY

TABLE 4 MOBILE APPS AND WEB ANALYTICS MARKET SIZE AND GROWTH RATE, 2016–2021 (USD MILLION, Y-O-Y%)
TABLE 5 MOBILE APPS AND WEB ANALYTICS MARKET SIZE AND GROWTH RATE, 2022–2027 (USD MILLION, Y-O-Y%)
FIGURE 7 SOLUTIONS SEGMENT TO LEAD MARKET IN 2022
FIGURE 8 PROFESSIONAL SERVICES SEGMENT TO ACCOUNT FOR LARGER SHARE IN 2022
FIGURE 9 DATA ANALYTICS SEGMENT TO LEAD MARKET IN 2022
FIGURE 10 CLOUD SEGMENT TO LEAD MARKET IN 2022
FIGURE 11 LARGE ENTERPRISES SEGMENT TO ACCOUNT FOR LARGER SHARE IN 2022
FIGURE 12 SEARCH ENGINE TRACKING & RANKING SEGMENT TO LEAD MARKET IN 2022
FIGURE 13 BANKING, FINANCIAL SERVICES, & INSURANCE VERTICAL TO LEAD MARKET IN 2022
FIGURE 14 NORTH AMERICA TO ACHIEVE HIGHEST GROWTH BY 2027

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN MOBILE APPS AND WEB ANALYTICS MARKET
FIGURE 15 RISING NEED FOR ANALYTICS SOLUTIONS TO TRANSFER DATA FROM ON-PREMISES TO CLOUD
4.2 MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL
FIGURE 16 MEDIA & ENTERTAINMENT SEGMENT TO LEAD MARKET BY 2027
4.3 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION
FIGURE 17 NORTH AMERICA TO ACCOUNT FOR LARGEST SHARE BY 2022
4.4 MOBILE APPS AND WEB ANALYTICS MARKET: SERVICES AND KEY VERTICALS
FIGURE 18 MANAGED SERVICES AND MEDIA & ENTERTAINMENT SEGMENTS TO ACCOUNT FOR SIGNIFICANT SHARE IN 2022

+357 96 030922
info@marketpublishers.com

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
FIGURE 19 MOBILE APPS AND WEB ANALYTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES
5.2.1 DRIVERS
5.2.1.1 Increasing focus on enhancing customer experience
5.2.1.2 Rising need for competitive differentiation
5.2.1.3 Growing demand for AI and machine learning
5.2.2 RESTRAINTS
5.2.2.1 Complexity of data synchronization
5.2.3 OPPORTUNITIES
5.2.3.1 Increasing need to analyze large data
5.2.3.2 Growing use of mobile apps due to COVID-19
5.2.4 CHALLENGES
5.2.4.1 Privacy and security concerns due to disconnect between consumers and businesses
5.3 ECOSYSTEM ANALYSIS
FIGURE 20 ECOSYSTEM ANALYSIS
TABLE 6 ECOSYSTEM ANALYSIS
5.4 CASE STUDY ANALYSIS
5.4.1 BANKING, FINANCIAL SERVICES, AND INSURANCE
5.4.1.1 Case Study 1: FinServe increased its app adoption ratings by leveraging Upland Localytics' digital expertise
5.4.2 MANUFACTURING
5.4.2.1 Case Study 2: CORT adopted Adobe's analytics solutions to reach key demographic customers
5.4.3 IT & TELECOM
5.4.3.1 Case Study 3: G2 gained actionable insights into user behavior with Amplitude
5.4.4 RETAIL & ECOMMERCE
5.4.4.1 Case Study 4: Leading consumer goods company built actionable media mix using Vetro's products
5.4.5 ENERGY & UTILITIES
5.4.5.1 Case Study 5: Teradata helped PG&E cater to diverse customers with specific needs
5.5 TECHNOLOGY ANALYSIS
5.5.1 SMART WEARABLES

+357 96 030922
info@marketpublishers.com

5.5.2 IOT AND SMART OBJECTS
5.5.3 M-COMMERCE
5.5.4 MOTION AND LOCATION SENSING
5.5.5 ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
5.5.6 CHATBOTS
5.5.7 AUGMENT REALITY AND VIRTUAL REALITY
5.5.8 BEACON TECHNOLOGY
5.5.9 WIRELESS 5G NETWORK
5.5.10 CLOUD PLATFORM STORAGE/CLOUD COMPUTING
5.5.11 ENTERPRISE APPS
5.5.12 EDGE COMPUTING
5.6 VALUE CHAIN ANALYSIS
FIGURE 21 VALUE CHAIN ANALYSIS
5.7 PORTER'S FIVE FORCES ANALYSIS
FIGURE 22 PORTER'S FIVE FORCES ANALYSIS
TABLE 7 PORTER'S FIVE FORCES ANALYSIS
5.7.1 THREAT FROM NEW ENTRANTS
5.7.2 THREAT FROM SUBSTITUTES
5.7.3 BARGAINING POWER OF SUPPLIERS
5.7.4 BARGAINING POWER OF BUYERS
5.7.5 INTENSITY OF COMPETITIVE RIVALRY
5.8 PRICING MODEL ANALYSIS
TABLE 8 PRICING LEVELS
5.9 PATENT ANALYSIS
5.9.1 METHODOLOGY
5.9.2 DOCUMENT TYPE
TABLE 9 PATENTS FILED, 2018–2021
5.9.3 INNOVATION AND PATENT APPLICATIONS
FIGURE 23 TOTAL NUMBER OF PATENTS GRANTED, 2018–2021
5.9.3.1 Top applicants
FIGURE 24 TOP TEN COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2018–2021
TABLE 10 TOP TEN PATENT OWNERS, 2018–2021
5.10 KEY CONFERENCES & EVENTS, 2022–2023
TABLE 11 KEY CONFERENCES & EVENTS, 2022–2023
5.11 TARIFF AND REGULATORY LANDSCAPE
5.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 12 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT

+357 96 030922
info@marketpublishers.com

AGENCIES, AND OTHER ORGANIZATIONS
TABLE 13 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 14 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 15 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 16 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
5.11.2 NORTH AMERICA: REGULATIONS
5.11.2.1 Personal Information Protection and Electronic Documents Act (PIPEDA)
5.11.2.2 Gramm-Leach-Bliley (GLB) Act
5.11.2.3 Health Insurance Portability and Accountability Act (HIPAA) of 1996
5.11.2.4 Federal Information Security Management Act (FISMA)
5.11.2.5 Federal Information Processing Standards (FIPS)
5.11.2.6 California Consumer Privacy Act (CSPA)
5.11.3 EUROPE: TARIFFS AND REGULATIONS
5.11.3.1 GDPR 2016/679
5.11.3.2 General Data Protection Regulation
5.11.3.3 European Committee for Standardization (CEN)
5.11.3.4 European Technical Standards Institute (ETSI)
5.12 KEY STAKEHOLDERS AND BUYING CRITERIA
5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS
TABLE 17 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS (%)
5.12.2 BUYING CRITERIA
TABLE 18 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

6 MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT

6.1 INTRODUCTION
6.2 COMPONENTS: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 25 SERVICES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD
TABLE 19 MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 20 MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
6.3 SOLUTIONS

+357 96 030922
info@marketpublishers.com

6.3.1 GROWING NEED TO LEVERAGE MOBILE APPS AND WEB ANALYTICS TO MANAGE DATA PROLIFERATION
FIGURE 26 DATA ANALYTICS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD
TABLE 21 MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 22 MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 23 SOLUTIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 24 SOLUTIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.3.2 DATA ANALYTICS
TABLE 25 DATA ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 26 DATA ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.3.3 DATA DISCOVERY
TABLE 27 DATA DISCOVERY: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 28 DATA DISCOVERY: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.3.4 DATA VISUALIZATION
TABLE 29 DATA VISUALIZATION: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 30 DATA VISUALIZATION: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.3.5 DATA MANAGEMENT
TABLE 31 DATA MANAGEMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 32 DATA MANAGEMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.4 SERVICES
6.4.1 ADOPTION OF MOBILE APPS AND WEB ANALYTICS TO FACILITATE GROWTH
FIGURE 27 MANAGED SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD
TABLE 33 SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY TYPE, 2016–2021 (USD MILLION)

+357 96 030922
info@marketpublishers.com

TABLE 34 SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY TYPE, 2022–2027 (USD MILLION)
TABLE 35 SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 36 SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.4.2 MANAGED SERVICES
TABLE 37 MANAGED SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 38 MANAGED SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.4.3 PROFESSIONAL SERVICES
TABLE 39 PROFESSIONAL SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 40 PROFESSIONAL SERVICES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
6.4.3.1 Consulting
6.4.3.2 Support & maintenance
6.4.3.3 Deployment & integration

7 MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE

7.1 INTRODUCTION
7.1.1 DEPLOYMENT MODES: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 28 CLOUD SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD
TABLE 41 MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 42 MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
7.2 ON-PREMISES
7.2.1 STRINGENT PRIVACY LAWS TO DRIVE GROWTH OF ON-PREMISES SOLUTIONS
TABLE 43 ON-PREMISES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 44 ON-PREMISES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
7.3 CLOUD

+357 96 030922
info@marketpublishers.com

7.3.1 RISING FOCUS ON REDUCING OPERATIONAL COSTS AND INCREASING DATA ACCESSIBILITY
TABLE 45 CLOUD: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 46 CLOUD: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

8 MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE

8.1 INTRODUCTION
8.1.1 ORGANIZATION SIZES: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 29 LARGE ENTERPRISES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD
TABLE 47 MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 48 MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)
8.2 SMALL AND MEDIUM-SIZED ENTERPRISES
8.2.1 GROWING NEED TO ANALYZE TARGET AUDIENCE
TABLE 49 SMES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 50 SMES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
8.3 LARGE ENTERPRISES
8.3.1 INCREASING FOCUS ON MAKING DATA-DRIVEN DECISIONS
TABLE 51 LARGE ENTERPRISES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 52 LARGE ENTERPRISES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

9 MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION

9.1 INTRODUCTION
9.2 APPLICATIONS: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 30 MARKETING AUTOMATION SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
TABLE 53 MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)

+357 96 030922
info@marketpublishers.com

TABLE 54 MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
9.3 MOBILE ADVERTISING & MARKETING ANALYTICS
9.3.1 MAJOR USE OF MARKETING ANALYTICS IN CUSTOMER RETENTION
TABLE 55 MOBILE ADVERTISING & MARKETING ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 56 MOBILE ADVERTISING & MARKETING ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.4 SEARCH ENGINE TRACKING & RANKING
9.4.1 KEYWORD RANKINGS HELP INCREASE SALES
TABLE 57 SEARCH ENGINE TRACKING & RANKING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 58 SEARCH ENGINE TRACKING & RANKING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.5 HEAT MAP ANALYTICS
9.5.1 GROWING DEMAND TO LEVERAGE HEAT MAP ANALYTICS
TABLE 59 HEAT MAP ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 60 HEAT MAP ANALYTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.6 IN-APP & WEB BEHAVIORAL ANALYSIS
9.6.1 GROWING NEED TO GAUGE USER BEHAVIOR TO TRACK ACHIEVEMENT
TABLE 61 IN-APP & WEB BEHAVIOR ANALYSIS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 62 IN-APP & WEB BEHAVIOR ANALYSIS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.7 APPLICATION PERFORMANCE & ADVERTISING OPTIMIZATION
9.7.1 RECORDING PERFORMANCE AND IDENTIFYING ANOMALIES TO BOOST BROWSING EXPERIENCE
TABLE 63 APPLICATION PERFORMANCE & ADVERTISING OPTIMIZATION: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 64 APPLICATION PERFORMANCE & ADVERTISING OPTIMIZATION: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.8 MARKETING AUTOMATION
9.8.1 INCREASED ADOPTION OF TECHNOLOGIES TO DESIGN CUSTOMER-CENTRIC BRANDS
TABLE 65 MARKETING AUTOMATION: MOBILE APPS AND WEB ANALYTICS

+357 96 030922
info@marketpublishers.com

MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 66 MARKETING AUTOMATION: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.9 CONTENT MARKETING
9.9.1 RISING NEED TO DETERMINE EFFECTIVENESS OF MARKETING CAMPAIGNS
TABLE 67 CONTENT MARKETING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 68 CONTENT MARKETING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.10 SOCIAL MEDIA MANAGEMENT
9.10.1 INCREASED USE OF SOCIAL MEDIA TO ENHANCE BRAND PRESENCE
TABLE 69 SOCIAL MEDIA MANAGEMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 70 SOCIAL MEDIA MANAGEMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
9.11 OTHER APPLICATIONS
TABLE 71 OTHER APPLICATIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 72 OTHER APPLICATIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

10 MOBILE APPS AND WEB ANALYTICS, BY VERTICAL

10.1 INTRODUCTION
10.1.1 VERTICALS: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 31 BANKING, FINANCIAL SERVICES, & INSURANCE SEGMENT TO ACCOUNT FOR LARGEST SHARE BY 2027
TABLE 73 MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 74 MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
10.2 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)
10.2.1 RISING NEED TO IMPROVE BUSINESS PERFORMANCE AND OPERATIONAL EFFICIENCY
TABLE 75 BFSI: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 76 BFSI: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

+357 96 030922
info@marketpublishers.com

10.3 HEALTHCARE & LIFE SCIENCES
10.3.1 INCREASED USE OF AI MODELS IN CRITICAL DECISION-MAKING
TABLE 77 HEALTHCARE & LIFE SCIENCES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 78 HEALTHCARE & LIFE SCIENCES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.4 RETAIL & ECOMMERCE
10.4.1 RISING DEMAND FOR PERSONALIZED CUSTOMER EXPERIENCE
TABLE 79 RETAIL & ECOMMMERCE: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 80 RETAIL & ECOMMMERCE: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.5 GOVERNMENT & PUBLIC SECTOR
10.5.1 MOBILE APPS AND WEB ANALYTICS PROVIDE ROBUST ENVIRONMENT
TABLE 81 GOVERNMENT & PUBLIC SECTOR: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 82 GOVERNMENT & PUBLIC SECTOR: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.6 MEDIA & ENTERTAINMENT
10.6.1 RAPID SPREAD OF DIGITAL TECHNOLOGY AND RISE OF INTERNET
TABLE 83 MEDIA & ENTERTAINMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 84 MEDIA & ENTERTAINMENT: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.7 TELECOMMUNICATIONS
10.7.1 RISING NEED TO INCREASE CUSTOMER LIFETIME VALUE BY TRACKING NETWORK RELIABILITY
TABLE 85 TELECOMMUNICATIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 86 TELECOMMUNICATIONS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.8 TRANSPORTATION & LOGISTICS
10.8.1 GROWING NEED FOR TECHNOLOGICAL ADVANCEMENTS TO DRIVE GOOD CONSUMER EXPERIENCE
TABLE 87 TRANSPORTATION & LOGISTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 88 TRANSPORTATION & LOGISTICS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.9 MANUFACTURING

+357 96 030922
info@marketpublishers.com

10.9.1 GROWING NEED TO OPTIMIZE PLANT PRODUCTION
TABLE 89 MANUFACTURING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION
TABLE 90 MANUFACTURING: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.10 ENERGY & UTILITIES
10.10.1 MOBILE APPS AND WEB ANALYTICS HELP MEET ENVIRONMENTAL GOALS
TABLE 91 ENERGY & UTILITIES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 92 ENERGY & UTILITIES: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.11 TRAVEL & HOSPITALITY
10.11.1 ENHANCED TRAVELING EXPERIENCE POSSIBLE THROUGH MOBILE APPS AND ANALYTICS
TABLE 93 TRAVEL & HOSPITALITY: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 94 TRAVEL & HOSPITALITY: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
10.12 OTHER VERTICALS
TABLE 95 OTHER VERTICALS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 96 OTHER VERTICALS: MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)

11 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION

11.1 INTRODUCTION
11.1.1 MOBILE APPS AND WEB ANALYTICS MARKET: IMPACT OF RECESSION
FIGURE 32 INDIA TO ACCOUNT FOR HIGHEST COUNTRY-LEVEL CAGR DURING FORECAST PERIOD
FIGURE 33 ASIA PACIFIC TO ACCOUNT FOR HIGHEST CAGR DURING FORECAST PERIOD
TABLE 97 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2016–2021 (USD MILLION)
TABLE 98 MOBILE APPS AND WEB ANALYTICS MARKET, BY REGION, 2022–2027 (USD MILLION)
11.2 NORTH AMERICA
11.2.1 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET

+357 96 030922
info@marketpublishers.com

DRIVERS
FIGURE 34 NORTH AMERICA: MARKET SNAPSHOT
TABLE 99 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 100 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 101 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 102 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 103 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2016–2021 (USD MILLION)
TABLE 104 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2022–2027 (USD MILLION)
TABLE 105 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 106 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
TABLE 107 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 108 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)
TABLE 109 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)
TABLE 110 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
TABLE 111 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 112 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
TABLE 113 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)
TABLE 114 NORTH AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
11.2.2 US
11.2.2.1 Growing need for robust infrastructure, innovation, and initiatives
TABLE 115 US: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 116 US: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT,

+357 96 030922
info@marketpublishers.com

2022–2027 (USD MILLION)
TABLE 117 US: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 118 US: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
11.2.3 CANADA
11.2.3.1 Advent of digital economy powered by IoT
11.3 EUROPE
11.3.1 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
TABLE 119 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 120 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 121 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 122 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 123 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2016–2021 (USD MILLION)
TABLE 124 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2022–2027 (USD MILLION)
TABLE 125 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 126 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
TABLE 127 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 128 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)
TABLE 129 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)
TABLE 130 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
TABLE 131 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 132 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
TABLE 133 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)

+357 96 030922
info@marketpublishers.com

TABLE 134 EUROPE: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
11.3.2 UK
11.3.2.1 Rising competition in retail industry
TABLE 135 UK: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 136 UK: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 137 UK: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 138 UK: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
11.3.3 GERMANY
11.3.3.1 Increased demand for technological development from various companies
11.3.4 FRANCE
11.3.4.1 Rising adoption of technology solutions for quick predictive results
11.3.5 REST OF EUROPE
11.4 ASIA PACIFIC
11.4.1 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
FIGURE 35 ASIA PACIFIC: MARKET SNAPSHOT
TABLE 139 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 140 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 141 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 142 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 143 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2016–2021 (USD MILLION)
TABLE 144 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2022–2027 (USD MILLION)
TABLE 145 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 146 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
TABLE 147 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 148 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY

+357 96 030922
info@marketpublishers.com

ORGANIZATION SIZE, 2022–2027 (USD MILLION)
TABLE 149 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)
TABLE 150 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
TABLE 151 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 152 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
TABLE 153 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)
TABLE 154 ASIA PACIFIC: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
11.4.2 CHINA
11.4.2.1 Rising investments by government
TABLE 155 CHINA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 156 CHINA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 157 CHINA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 158 CHINA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
11.4.3 JAPAN
11.4.3.1 Federal support for cutting-edge technologies and strong organic growth capabilities
11.4.4 INDIA
11.4.4.1 Growing adoption of Social, Mobile, Analytics, and Cloud (SMAC) among SMEs
11.4.5 REST OF ASIA PACIFIC
11.5 MIDDLE EAST & AFRICA
11.5.1 MIDDLE EAST & AFRICA: MOBILE APPS & WEB ANALYTICS MARKET DRIVERS
TABLE 159 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 160 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 161 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)

+357 96 030922
info@marketpublishers.com

TABLE 162 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 163 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2016–2021 (USD MILLION)
TABLE 164 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2022–2027 (USD MILLION)
TABLE 165 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 166 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
TABLE 167 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 168 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)
TABLE 169 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)
TABLE 170 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
TABLE 171 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 172 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
TABLE 173 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)
TABLE 174 MIDDLE EAST & AFRICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
11.5.2 UAE
11.5.2.1 Increasing focus on ensuring comprehensive protection from online risks
11.5.3 SAUDI ARABIA
11.5.3.1 Rising adoption of mobile apps and web analytics to boost digitization
11.5.4 ISRAEL
11.5.4.1 Growing investments in advanced technologies by government
11.5.5 TURKEY
11.5.5.1 Growing competitiveness among technology players
11.5.6 QATAR
11.5.6.1 Growing use of technology to reshape corporate operations
11.5.7 SOUTH AFRICA
11.5.7.1 Growing urgency to implement advanced, easy-to-use mobile apps
11.5.8 REST OF THE MIDDLE EAST & AFRICA11.6 LATIN AMERICA

+357 96 030922
info@marketpublishers.com

11.6.1 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET DRIVERS
TABLE 175 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2016–2021 (USD MILLION)
TABLE 176 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COMPONENT, 2022–2027 (USD MILLION)
TABLE 177 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2016–2021 (USD MILLION)
TABLE 178 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SERVICE, 2022–2027 (USD MILLION)
TABLE 179 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2016–2021 (USD MILLION)
TABLE 180 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY SOLUTION, 2022–2027 (USD MILLION)
TABLE 181 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2016–2021 (USD MILLION)
TABLE 182 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)
TABLE 183 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2016–2021 (USD MILLION)
TABLE 184 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)
TABLE 185 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2016–2021 (USD MILLION)
TABLE 186 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
TABLE 187 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2016–2021 (USD MILLION)
TABLE 188 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY VERTICAL, 2022–2027 (USD MILLION)
TABLE 189 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2016–2021 (USD MILLION)
TABLE 190 LATIN AMERICA: MOBILE APPS AND WEB ANALYTICS MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
11.6.2 BRAZIL
11.6.2.1 Rising focus on shaping technological landscape
11.6.3 MEXICO
11.6.3.1 Increasing government initiatives to support cloud-based solutions
11.6.4 REST OF LATIN AMERICA

+357 96 030922
info@marketpublishers.com

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW
12.2 STRATEGIES ADOPTED BY KEY PLAYERS
TABLE 191 STRATEGIES ADOPTED BY KEY PLAYERS
12.3 REVENUE ANALYSIS
FIGURE 36 REVENUE ANALYSIS FOR KEY PLAYERS, 2017–2021 (USD MILLION)
12.4 MARKET SHARE ANALYSIS
FIGURE 37 MARKET SHARE ANALYSIS FOR KEY PLAYERS, 2022
TABLE 192 INTENSITY OF COMPETITIVE RIVALRY
12.5 EVALUATION QUADRANT FOR KEY PLAYERS, 2022
  12.5.1 STARS
  12.5.2 EMERGING LEADERS
  12.5.3 PERVASIVE PLAYERS
  12.5.4 PARTICIPANTS
FIGURE 38 EVALUATION MATRIX FOR KEY PLAYERS, 2022
12.6 EVALUATION MATRIX FOR STARTUPS/SMES, 2022
  12.6.1 PROGRESSIVE COMPANIES
  12.6.2 RESPONSIVE COMPANIES
  12.6.3 DYNAMIC COMPANIES
  12.6.4 STARTING BLOCKS
FIGURE 39 EVALUATION MATRIX FOR STARTUPS/SMES, 2022
12.7 COMPETITIVE BENCHMARKING
TABLE 193 COMPETITIVE BENCHMARKING OF KEY PLAYERS, 2022
TABLE 194 LIST OF KEY STARTUPS/SMES
TABLE 195 COMPETITIVE BENCHMARKING OF STARTUPS/SMES
12.8 COMPETITIVE SCENARIO
  12.8.1 PRODUCT LAUNCHES
TABLE 196 PRODUCT LAUNCHES, 2018–2022
  12.8.2 DEALS
TABLE 197 DEALS, 2018–2022
  12.8.3 OTHERS
TABLE 198 OTHERS, 2018–2022

13 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)*

+357 96 030922
info@marketpublishers.com

13.1 MAJOR PLAYERS
13.1.1 MICROSOFT
TABLE 199 MICROSOFT: BUSINESS OVERVIEW
FIGURE 40 MICROSOFT: COMPANY SNAPSHOT
TABLE 200 MICROSOFT: PRODUCTS OFFERED
TABLE 201 MICROSOFT: PRODUCT LAUNCHES
TABLE 202 MICROSOFT: DEALS
13.1.2 SAP
TABLE 203 SAP: BUSINESS OVERVIEW
FIGURE 41 SAP: COMPANY SNAPSHOT
TABLE 204 SAP: PRODUCTS OFFERED
TABLE 205 SAP: DEALS
13.1.3 IBM
TABLE 206 IBM: BUSINESS OVERVIEW
FIGURE 42 IBM: COMPANY SNAPSHOT
TABLE 207 IBM: PRODUCTS OFFERED
TABLE 208 IBM: PRODUCT LAUNCHES
TABLE 209 IBM: DEALS
13.1.4 SAS INSTITUTE
TABLE 210 SAS INSTITUTE: BUSINESS OVERVIEW
FIGURE 43 SAS INSTITUTE: COMPANY SNAPSHOT
TABLE 211 SAS INSTITUTE: PRODUCTS OFFERED
TABLE 212 SAS INSTITUTE: DEALS
TABLE 213 SAS INSTITUTE: OTHERS
13.1.5 GOOGLE
TABLE 214 GOOGLE: BUSINESS OVERVIEW
FIGURE 44 GOOGLE: COMPANY SNAPSHOT
TABLE 215 GOOGLE: PRODUCTS OFFERED
TABLE 216 GOOGLE: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 217 GOOGLE: DEALS
13.1.6 ORACLE
TABLE 218 ORACLE: BUSINESS OVERVIEW
FIGURE 45 ORACLE: COMPANY SNAPSHOT
TABLE 219 ORACLE: PRODUCTS OFFERED
TABLE 220 ORACLE: PRODUCT LAUNCHES
TABLE 221 ORACLE: DEALS
13.1.7 AWS
TABLE 222 AWS: BUSINESS OVERVIEW
FIGURE 46 AWS: COMPANY SNAPSHOT

+357 96 030922
info@marketpublishers.com

TABLE 223 AWS: PRODUCTS OFFERED
TABLE 224 AWS: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 225 AWS: DEALS
TABLE 226 AWS: OTHERS
13.1.8 TERADATA
TABLE 227 TERADATA: BUSINESS OVERVIEW
FIGURE 47 TERADATA: COMPANY SNAPSHOT
TABLE 228 TERADATA: PRODUCTS OFFERED
TABLE 229 TERADATA: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 230 TERADATA: DEALS
13.1.9 ADOBE
TABLE 231 ADOBE: BUSINESS OVERVIEW
FIGURE 48 ADOBE: COMPANY SNAPSHOT
TABLE 232 ADOBE: PRODUCTS OFFERED
TABLE 233 ADOBE: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 234 ADOBE: DEALS
13.1.10 MICRO FOCUS
TABLE 235 MICRO FOCUS: BUSINESS OVERVIEW
FIGURE 49 MICRO FOCUS: COMPANY SNAPSHOT
TABLE 236 MICRO FOCUS: PRODUCTS OFFERED
TABLE 237 MICRO FOCUS: PRODUCT LAUNCHES
TABLE 238 MICRO FOCUS: DEALS
13.1.11 COMSCORE
TABLE 239 COMSCORE: BUSINESS OVERVIEW
FIGURE 50 COMSCORE: COMPANY SNAPSHOT
TABLE 240 COMSCORE: PRODUCTS OFFERED
TABLE 241 COMSCORE: PRODUCT LAUNCHES
TABLE 242 COMSCORE: DEALS
TABLE 243 COMSCORE: OTHERS
13.1.12 SALESFORCE
TABLE 244 SALESFORCE: BUSINESS OVERVIEW
FIGURE 51 SALESFORCE: COMPANY SNAPSHOT
TABLE 245 SALESFORCE: PRODUCTS OFFERED
TABLE 246 SALESFORCE: PRODUCT LAUNCHES
TABLE 247 SALESFORCE: DEALS
13.1.13 SPLUNK
TABLE 248 SPLUNK: BUSINESS OVERVIEW
FIGURE 52 SPLUNK: COMPANY SNAPSHOT
TABLE 249 SPLUNK: PRODUCTS OFFERED

+357 96 030922
info@marketpublishers.com

TABLE 250 SPLUNK: PRODUCT LAUNCHES
TABLE 251 SPLUNK: DEALS
13.1.14 MICROSTRATEGY
TABLE 252 MICROSTRATEGY: BUSINESS OVERVIEW
FIGURE 53 MICROSTRATEGY: COMPANY SNAPSHOT
TABLE 253 MICROSTRATEGY: PRODUCTS OFFERED
TABLE 254 MICROSTRATEGY: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 255 MICROSTRATEGY: DEALS
13.1.15 AT INTERNET
TABLE 256 AT INTERNET: BUSINESS OVERVIEW
TABLE 257 AT INTERNET: PRODUCTS OFFERED
TABLE 258 AT INTERNET: DEALS
13.1.16 WEBTRENDS
TABLE 259 WEBTRENDS: BUSINESS OVERVIEW
TABLE 260 WEBTRENDS: SOLUTIONS OFFERED
TABLE 261 WEBTRENDS: OTHERS
13.1.17 UPLAND LOCALYTICS
TABLE 262 UPLAND LOCALYTICS: BUSINESS OVERVIEW
TABLE 263 UPLAND LOCALYTICS: SOLUTIONS OFFERED
TABLE 264 UPLAND LOCALYTICS: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 265 UPLAND LOCALYTICS: DEALS
13.1.18 QLIK
TABLE 266 QLIK: BUSINESS OVERVIEW
TABLE 267 QLIK: SOLUTIONS OFFERED
TABLE 268 QLIK: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 269 QLIK: DEALS
TABLE 270 QLIK: OTHERS
13.1.19 TIBCO SOFTWARE
TABLE 271 TIBCO SOFTWARE: BUSINESS OVERVIEW
TABLE 272 TIBCO SOFTWARE: SOLUTIONS OFFERED
TABLE 273 TIBCO SOFTWARE: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 274 TIBCO SOFTWARE: DEALS
13.1.20 MIXPANEL
TABLE 275 MIXPANEL: BUSINESS OVERVIEW
TABLE 276 MIXPANEL: SOLUTIONS OFFERED
TABLE 277 MIXPANEL: PRODUCT LAUNCHES AND ENHANCEMENTS
TABLE 278 MIXPANEL: DEALS
TABLE 279 MIXPANEL: OTHERS
13.1.21 AMPLITUDE ANALYTICS

+357 96 030922
info@marketpublishers.com

13.2 STARTUPS/SMES.
13.2.1 FLURRY
13.2.2 MEDALLIA
13.2.3 COUNTLY
13.2.4 MOBILEBRIDGE
13.2.5 APPSFLYER
13.2.6 UXCAM
13.2.7 MATOMO
13.2.8 PLAUSIBLE
13.2.9 FATHOM
13.2.10 INCUBASYS
13.2.11 DATAMATICS
13.2.12 CELADON
13.2.13 ALPHA BYTE
13.2.14 SINGULAR
Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

14 ADJACENT AND RELATED MARKETS

14.1 PREDICTIVE ANALYTICS MARKET
14.1.1 MARKET DEFINITION
14.1.2 MARKET OVERVIEW
TABLE 280 GLOBAL PREDICTIVE ANALYTICS MARKET SIZE AND GROWTH RATE, 2015–2020 (USD MILLION AND Y-O-Y%)
TABLE 281 GLOBAL PREDICTIVE ANALYTICS MARKET SIZE AND GROWTH RATE, 2021–2026 (USD MILLION, Y-O-Y%)
14.1.2.1 Predictive analytics market, by component
TABLE 282 PREDICTIVE ANALYTICS MARKET, BY COMPONENT, 2015–2020 (USD MILLION)
TABLE 283 PREDICTIVE ANALYTICS MARKET, BY COMPONENT, 2021–2026 (USD MILLION)
14.1.2.2 Predictive analytics market, by solution
TABLE 284 PREDICTIVE ANALYTICS MARKET, BY SOLUTION, 2015–2020 (USD MILLION)
TABLE 285 PREDICTIVE ANALYTICS MARKET, BY SOLUTION, 2021–2026 (USD MILLION)
14.1.2.3 Predictive analytics market, by service

+357 96 030922
info@marketpublishers.com

TABLE 286 PREDICTIVE ANALYTICS MARKET, BY SERVICE, 2015–2020 (USD MILLION)
TABLE 287 PREDICTIVE ANALYTICS MARKET, BY SERVICE, 2021–2026 (USD MILLION)
14.1.2.4 Predictive analytics market, by deployment mode
TABLE 288 PREDICTIVE ANALYTICS MARKET, BY DEPLOYMENT MODE, 2015–2020 (USD MILLION)
TABLE 289 PREDICTIVE ANALYTICS MARKET, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)
14.1.2.5 Predictive analytics market, by organization size
TABLE 290 PREDICTIVE ANALYTICS MARKET, BY ORGANIZATION SIZE, 2015–2020 (USD MILLION)
TABLE 291 PREDICTIVE ANALYTICS MARKET, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)
14.1.2.6 Predictive analytics market, by vertical
TABLE 292 PREDICTIVE ANALYTICS MARKET, BY VERTICAL, 2015–2020 (USD MILLION)
TABLE 293 PREDICTIVE ANALYTICS MARKET, BY VERTICAL, 2021–2026 (USD MILLION)
14.1.2.7 Predictive analytics market, by region
TABLE 294 PREDICTIVE ANALYTICS MARKET, BY REGION, 2015–2020 (USD MILLION)
TABLE 295 PREDICTIVE ANALYTICS MARKET, BY REGION, 2021–2026 (USD MILLION)
14.2 BIG DATA MARKET
14.2.1 MARKET DEFINITION
14.2.2 MARKET OVERVIEW
14.2.2.1 Big data market, by component
TABLE 296 BIG DATA MARKET, BY COMPONENT, 2016–2020 (USD MILLION)
TABLE 297 BIG DATA MARKET, BY COMPONENT, 2021–2026 (USD MILLION)
TABLE 298 BIG DATA MARKET, BY SOLUTION, 2016–2020 (USD MILLION)
TABLE 299 BIG DATA MARKET, BY SOLUTION, 2021–2026 (USD MILLION)
TABLE 300 BIG DATA MARKET, BY SERVICE, 2016–2020 (USD MILLION)
TABLE 301 BIG DATA MARKET, BY SERVICE, 2021–2026 (USD MILLION)
TABLE 302 PROFESSIONAL BIG DATA SERVICES MARKET, BY TYPE, 2016–2020 (USD MILLION)
TABLE 303 PROFESSIONAL BIG DATA SERVICES MARKET, BY TYPE, 2021–2026 (USD MILLION)
14.2.2.2 Big data market, by deployment mode

+357 96 030922
info@marketpublishers.com

TABLE 304 BIG DATA MARKET, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)
TABLE 305 BIG DATA MARKET, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)
TABLE 306 CLOUD DEPLOYMENT MARKET, BY TYPE, 2016–2020 (USD MILLION)
TABLE 307 CLOUD DEPLOYMENT MARKET, BY TYPE, 2021–2026 (USD MILLION)
14.2.2.3 Big data market, by organization size
TABLE 308 BIG DATA MARKET, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)
TABLE 309 BIG DATA MARKET, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)
14.2.2.4 Big data market, by business function
TABLE 310 BIG DATA MARKET, BY BUSINESS FUNCTION, 2016–2020 (USD MILLION)
TABLE 311 BIG DATA MARKET, BY BUSINESS FUNCTION, 2021–2026 (USD MILLION)
14.2.2.5 Big data market, by industry vertical
TABLE 312 BIG DATA MARKET, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)
TABLE 313 BIG DATA MARKET, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)
14.2.2.6 Big data market, by region
TABLE 314 BIG DATA MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 315 BIG DATA MARKET, BY REGION, 2021–2026 (USD MILLION)

15 APPENDIX

15.1 DISCUSSION GUIDE
15.2 KNOWLEDGESTORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
15.3 CUSTOMIZATION OPTIONS
15.4 RELATED REPORTS
15.5 AUTHOR DETAILS

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Mobile Apps and Web Analytics Market by Component (Solutions & Services), Solution (Data Analytics, Data Discovery), Application (Content Marketing, Marketing Automation), Deployment Mode, Industry Vertical, and Region - Global Forecast to 2025

Product link: https://marketpublishers.com/r/MFA75B9A0DBCEN.html

Price: US$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/MFA75B9A0DBCEN.html