

Mobile Backend as a Service (BaaS)-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/MC96E85B780EN.html>

Date: February 2018

Pages: 131

Price: US\$ 2,980.00 (Single User License)

ID: MC96E85B780EN

Abstracts

Report Summary

Mobile Backend as a Service (Baas)

-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Mobile Backend as a Service (Baas)

industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Mobile Backend as a Service (Baas) 2013-2017, and development forecast 2018-2023

Main market players of Mobile Backend as a Service (Baas)

in China, with company and product introduction, position in the Mobile Backend as a Service (Baas) market

Market status and development trend of Mobile Backend as a Service (Baas) by types and applications

Cost and profit status of Mobile Backend as a Service (Baas) , and marketing status

Market growth drivers and challenges

The report segments the China Mobile Backend as a Service (Baas) market as:

China Mobile Backend as a Service (Baas)

Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China
Northeast China
East China
Central & South China
Southwest China
Northwest China

China Mobile Backend as a Service (Baas)

Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Android
iOS
Others

China Mobile Backend as a Service (Baas)

Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Data and application integration
Identity and access management
Usage analytics
Support and maintenance Service
Others

China Mobile Backend as a Service (Baas)

Market: Players Segment Analysis (Company and Product introduction, Mobile Backend as a Service (Baas)
Sales Volume, Revenue, Price and Gross Margin):

Oracle Corporation
IBM Corporation
Microsoft Corporation
Kony
Kinvey
Anypresence

Appcelerator
Built.io
KII Corporation
Cloudmine
Parse
Feedhenry

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

Contents

CHAPTER 1 OVERVIEW OF MOBILE BACKEND AS A SERVICE (BAAS)

- 1.1 Definition of Mobile Backend as a Service (BaaS) in This Report
- 1.2 Commercial Types of Mobile Backend as a Service (BaaS)
 - 1.2.1 Android
 - 1.2.2 iOS
 - 1.2.3 Others
- 1.3 Downstream Application of Mobile Backend as a Service (BaaS)
 - 1.3.1 Data and application integration
 - 1.3.2 Identity and access management
 - 1.3.3 Usage analytics
 - 1.3.4 Support and maintenance Service
 - 1.3.5 Others
- 1.4 Development History of Mobile Backend as a Service (BaaS)
- 1.5 Market Status and Trend of Mobile Backend as a Service (BaaS) 2013-2023
 - 1.5.1 China Mobile Backend as a Service (BaaS) Market Status and Trend 2013-2023
 - 1.5.2 Regional Mobile Backend as a Service (BaaS) Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Mobile Backend as a Service (BaaS) in China 2013-2017
- 2.2 Consumption Market of Mobile Backend as a Service (BaaS) in China by Regions
 - 2.2.1 Consumption Volume of Mobile Backend as a Service (BaaS) in China by Regions
 - 2.2.2 Revenue of Mobile Backend as a Service (BaaS) in China by Regions
- 2.3 Market Analysis of Mobile Backend as a Service (BaaS) in China by Regions
 - 2.3.1 Market Analysis of Mobile Backend as a Service (BaaS) in North China 2013-2017
 - 2.3.2 Market Analysis of Mobile Backend as a Service (BaaS) in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Mobile Backend as a Service (BaaS) in East China 2013-2017
 - 2.3.4 Market Analysis of Mobile Backend as a Service (BaaS) in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Mobile Backend as a Service (BaaS) in Southwest China 2013-2017

2.3.6 Market Analysis of Mobile Backend as a Service (BaaS) in Northwest China
2013-2017

2.4 Market Development Forecast of Mobile Backend as a Service (BaaS) in China
2018-2023

2.4.1 Market Development Forecast of Mobile Backend as a Service (BaaS) in China
2018-2023

2.4.2 Market Development Forecast of Mobile Backend as a Service (BaaS) by
Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

3.1 Whole China Market Status by Types

3.1.1 Consumption Volume of Mobile Backend as a Service (BaaS) in China by Types

3.1.2 Revenue of Mobile Backend as a Service (BaaS) in China by Types

3.2 China Market Status by Types in Major Countries

3.2.1 Market Status by Types in North China

3.2.2 Market Status by Types in Northeast China

3.2.3 Market Status by Types in East China

3.2.4 Market Status by Types in Central & South China

3.2.5 Market Status by Types in Southwest China

3.2.6 Market Status by Types in Northwest China

3.3 Market Forecast of Mobile Backend as a Service (BaaS) in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

4.1 Demand Volume of Mobile Backend as a Service (BaaS) in China by Downstream
Industry

4.2 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream Industry in
Major Countries

4.2.1 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream
Industry in North China

4.2.2 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream
Industry in Northeast China

4.2.3 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream
Industry in East China

4.2.4 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream
Industry in Central & South China

4.2.5 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream

Industry in Southwest China

4.2.6 Demand Volume of Mobile Backend as a Service (BaaS) by Downstream

Industry in Northwest China

4.3 Market Forecast of Mobile Backend as a Service (BaaS) in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF MOBILE BACKEND AS A SERVICE (BAAS)

5.1 China Economy Situation and Trend Overview

5.2 Mobile Backend as a Service (BaaS) Downstream Industry Situation and Trend Overview

CHAPTER 6 MOBILE BACKEND AS A SERVICE (BAAS) MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

6.1 Sales Volume of Mobile Backend as a Service (BaaS) in China by Major Players

6.2 Revenue of Mobile Backend as a Service (BaaS) in China by Major Players

6.3 Basic Information of Mobile Backend as a Service (BaaS) by Major Players

6.3.1 Headquarters Location and Established Time of Mobile Backend as a Service (BaaS) Major Players

6.3.2 Employees and Revenue Level of Mobile Backend as a Service (BaaS) Major Players

6.4 Market Competition News and Trend

6.4.1 Merger, Consolidation or Acquisition News

6.4.2 Investment or Disinvestment News

6.4.3 New Product Development and Launch

CHAPTER 7 MOBILE BACKEND AS A SERVICE (BAAS) MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

7.1 Oracle Corporation

7.1.1 Company profile

7.1.2 Representative Mobile Backend as a Service (BaaS) Product

7.1.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Oracle Corporation

7.2 IBM Corporation

7.2.1 Company profile

7.2.2 Representative Mobile Backend as a Service (BaaS) Product

7.2.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of IBM Corporation

7.3 Microsoft Corporation

7.3.1 Company profile

7.3.2 Representative Mobile Backend as a Service (BaaS) Product

7.3.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Microsoft Corporation

7.4 Kony

7.4.1 Company profile

7.4.2 Representative Mobile Backend as a Service (BaaS) Product

7.4.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Kony

7.5 Kinvey

7.5.1 Company profile

7.5.2 Representative Mobile Backend as a Service (BaaS) Product

7.5.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Kinvey

7.6 Anypresence

7.6.1 Company profile

7.6.2 Representative Mobile Backend as a Service (BaaS) Product

7.6.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Anypresence

7.7 Appcelerator

7.7.1 Company profile

7.7.2 Representative Mobile Backend as a Service (BaaS) Product

7.7.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Appcelerator

7.8 Built.io

7.8.1 Company profile

7.8.2 Representative Mobile Backend as a Service (BaaS) Product

7.8.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Built.io

7.9 KII Corporation

7.9.1 Company profile

7.9.2 Representative Mobile Backend as a Service (BaaS) Product

7.9.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of KII Corporation

7.10 Cloudmine

7.10.1 Company profile

- 7.10.2 Representative Mobile Backend as a Service (BaaS) Product
- 7.10.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Cloudmine
- 7.11 Parse
 - 7.11.1 Company profile
 - 7.11.2 Representative Mobile Backend as a Service (BaaS) Product
 - 7.11.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Parse
- 7.12 Feedhenry
 - 7.12.1 Company profile
 - 7.12.2 Representative Mobile Backend as a Service (BaaS) Product
 - 7.12.3 Mobile Backend as a Service (BaaS) Sales, Revenue, Price and Gross Margin of Feedhenry

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF MOBILE BACKEND AS A SERVICE (BAAS)

- 8.1 Industry Chain of Mobile Backend as a Service (BaaS)
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF MOBILE BACKEND AS A SERVICE (BAAS)

- 9.1 Cost Structure Analysis of Mobile Backend as a Service (BaaS)
- 9.2 Raw Materials Cost Analysis of Mobile Backend as a Service (BaaS)
- 9.3 Labor Cost Analysis of Mobile Backend as a Service (BaaS)
- 9.4 Manufacturing Expenses Analysis of Mobile Backend as a Service (BaaS)

CHAPTER 10 MARKETING STATUS ANALYSIS OF MOBILE BACKEND AS A SERVICE (BAAS)

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy

- 10.2.3 Target Client
- 10.3 Distributors/Traders List

CHAPTER 11 REPORT CONCLUSION

CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

- 12.1 Methodology/Research Approach
 - 12.1.1 Research Programs/Design
 - 12.1.2 Market Size Estimation
 - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
 - 12.2.1 Secondary Sources
 - 12.2.2 Primary Sources
- 12.3 Reference

I would like to order

Product name: Mobile Backend as a Service (BaaS)-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/MC96E85B780EN.html>

Price: US\$ 2,980.00 (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/MC96E85B780EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970