

App Store Optimization (ASO) Tools Market, Global Outlook and Forecast 2022-2028

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Abstracts

App Store Optimization (ASO) is the process of optimizing a mobile app's marketing copy (keywords, title, icon, screenshots, description, etc.) to rank it higher on app stores and is often described as app store SEO. ASO (App Store Optimization) is a strategy used to boost an app's installs, conversion rate, visibility and ranking on various app store platforms. A properly executed ASO strategy can significantly boost app revenue and reduce user acquisition costs.

This report contains market size and forecasts of App Store Optimization (ASO) Tools in Global, including the following market information:

Global App Store Optimization (ASO) Tools Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global App Store Optimization (ASO) Tools market was valued at 413.4 million in 2021 and is projected to reach US\$ 1342.6 million by 2028, at a CAGR of 18.3% during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

App Store Intelligence Tools Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of App Store Optimization (ASO) Tools include App Annie

(data.ai), Moburst, AppFollow, SensorTower, Gummicube, StoreMaven, PreApps, MobileAction and App Radar, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the App Store Optimization (ASO) Tools companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global App Store Optimization (ASO) Tools Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global App Store Optimization (ASO) Tools Market Segment Percentages, by Type, 2021 (%)

App Store Intelligence Tools

App Keyword Optimization Tools

Review and Sentiment Analysis Tools

Others

Global App Store Optimization (ASO) Tools Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global App Store Optimization (ASO) Tools Market Segment Percentages, by Application, 2021 (%)

App Market Research

Track Search Rankings

Others

Global App Store Optimization (ASO) Tools Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global App Store Optimization (ASO) Tools Market Segment Percentages, By Region
and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies App Store Optimization (ASO) Tools revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies App Store Optimization (ASO) Tools revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

App Annie (data.ai)

Moburst

AppFollow

SensorTower

Gummicube

StoreMaven

PreApps

MobileAction

App Radar

Lab Cave

Appfigures

AppTweak

Apptica

AppTopia

PrioriData (Airnow)

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