

Mobile and Web Event Analytics Market - Global Outlook and Forecast 2022-2028

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Abstracts

Mobile analytics captures data from mobile app, website, and web app visitors to identify unique users, track their journeys, record their behavior, and report on the app's performance.

This report contains market size and forecasts of Mobile and Web Event Analytics in Global, including the following market information:

Global Mobile and Web Event Analytics Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Mobile and Web Event Analytics market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

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

Click Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Mobile and Web Event Analytics include Adobe Systems, AT Internet, comScore, Google, IBM, SAS Institute, Webtrends, Clicktale and Clicky, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Mobile and Web Event

Analytics 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 Mobile and Web Event Analytics Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Mobile and Web Event Analytics Market Segment Percentages, by Type, 2021 (%)

Click

Touch

Tap

Global Mobile and Web Event Analytics Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Mobile and Web Event Analytics Market Segment Percentages, by Application, 2021 (%)

BFSI

Healthcare

Retail

Global Mobile and Web Event Analytics Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Mobile and Web Event Analytics 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 Mobile and Web Event Analytics revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Mobile and Web Event Analytics revenues share in global market, 2021 (%)

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

Adobe Systems

AT Internet

comScore

Google

IBM

SAS Institute

Webtrends

Clicktale

Clicky

KickFire

Kissmetrics

Woopra

Crazy Egg

Chartbeat

Omniture

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