

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

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Abstracts

We defines web and mobile app analytics as a market of specialized analytics tools used to understand and improve the digital customer experience, attract and retain users, and analyze operations and actions taken across responsive websites and mobile apps. The market is also composed of session replay vendors (aka digital intelligence, or digital experience analytics). These vendors provide diagnostic insight into visitor activity and the CX on responsive web and mobile apps, using predictive/prescriptive analytics enabled by machine learning (ML)/artificial intelligence (AI), heat maps and session replay technology.

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

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

Global top five companies in 2021 (%)

The global Web and Mobile App 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.

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

The global key manufacturers of Web and Mobile App Analytics include Google, Adobe,

Kissmetrics, Mixpanel, Siteimprove, InnoCraft, Woopra, Webtrends and Akamai, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Web and Mobile App 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 Web and Mobile App Analytics Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-based

On-premises

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

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

BFSI

Education

Government

Telecom & IT

Others

Global Web and Mobile App Analytics Market, By Region and Country, 2017-2022,

2023-2028 (\$ Millions)

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

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

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

Google

Adobe

Kissmetrics

Mixpanel

Siteimprove

InnoCraft

Woopra

Webtrends

Akamai

SessionCam

Qumram

Rigor

ClickTale

IBM

Piwik PRO

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