

Global Mobile Backend As A Service (BaaS) Market Size, Status and Forecast 2020-2026

<https://marketpublishers.com/r/GE5A970A3D26EN.html>

Date: June 2020

Pages: 95

Price: US\$ 3,900.00 (Single User License)

ID: GE5A970A3D26EN

Abstracts

Mobile backend as a service (MBaaS), also known as 'backend as a service' (BaaS), is a model for providing web app and mobile app developers with a way to link their applications to backend cloud storage and APIs exposed by back end applications while also providing features such as user management, push notifications, and integration with social networking services. These services are provided via the use of custom software development kits (SDKs) and application programming interfaces (APIs). North America was the largest market with a market share of 46.75% in 2012 and 43.26% in 2016 with a CAGR of 97%. China ranked the second place with the market share of 19.87% in 2016.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Mobile Backend As A Service (BaaS) market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Mobile Backend As A Service (BaaS) industry.

Based on our recent survey, we have several different scenarios about the Mobile Backend As A Service (BaaS) YoY growth rate for 2020. The probable scenario is

expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ 15060 million in 2019. The market size of Mobile Backend As A Service (BaaS) will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Mobile Backend As A Service (BaaS) market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Mobile Backend As A Service (BaaS) market in terms of revenue.

Players, stakeholders, and other participants in the global Mobile Backend As A Service (BaaS) market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Mobile Backend As A Service (BaaS) market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, UAE, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Mobile Backend As A Service (BaaS) market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Mobile Backend As A Service (BaaS) market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The

analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Mobile Backend As A Service (BaaS) market.

The following players are covered in this report:

Oracle Corporation

IBM Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

KII Corporation

Cloudmine

Parse

Feedhenry

Mobile Backend As A Service (BaaS) Breakdown Data by Type

Android

iOS

Others

Mobile Backend As A Service (BaaS) Breakdown Data by Application

Data and Application Integration

Identity and Access Management

Usage Analytics

Support and Maintenance Service

Others

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