

# Mobile Analytics - Global Market Outlook (2016-2022)

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# **Abstracts**

According to Stratistics MRC, the Global Mobile Analytics Market is accounted for \$1.36 billion in 2015 and expected to grow at a CAGR of 25.3% to reach \$6.61 billion by 2022. Market is primarily driven by smartphone penetration, big data, increasing use of mobile advertising, advancement in algorithm development, and surge for customer analytics. Further, demand for the cloud analytics tools will accelerate the growth of mobile analytics market. However, lack of awareness regarding mobile analytics together with data privacy & security concerns have restricted the market growth. Many enterprises are entering the market and providing advance solutions coupled with device management, ability to work in an offline mode and convergence with web analytics. All these factors would create huge opportunities in the coming years.

Mobile advertising segment is experiencing exponential growth. Technology is being widely adopted by retail and e-commerce sectors, additionally with transportation & government. North America is the leading market followed by Europe during the forecast period. Asia Pacific is expected to grow at a highest CAGR.

Some of the key players in global Mobile Analytics market are Amazon Web Services, Inc, Adobe Systems Inc, comScore, Inc, IBM Corp, AdMob, AppSee, Flurry, Inc, Localytics, Google, Inc, Mixpanel Inc, AT Internet, Microsoft Corporation, CA Technologies, Oracle, SAP, SAS, Netbiscuits, Webtrends, Segment.io and Upsight.

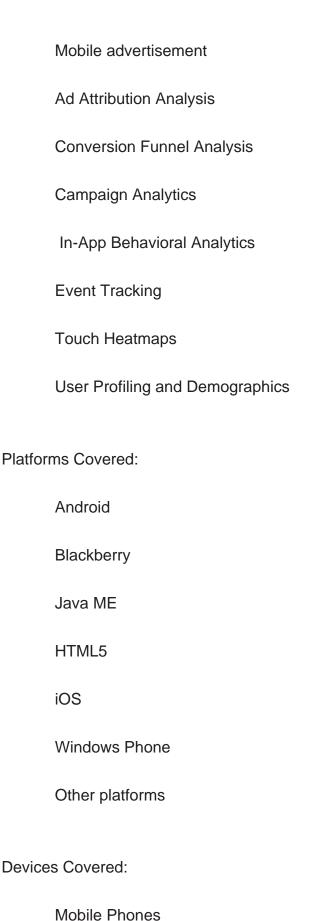
Types Covered:

Application performance analytics

Mobile A/B Testing

**Cross Platform Analysis** 







Smartphones	
Tablets	
To ala Cayarada	
Tools Covered:	
Google Analytics	
Localytics Mobile Apps Analytics	
Mixpanel	
Mobile App Tracking	
Ad4Perf	
TestFlight	
End Users Covered:	
Education	
Education  Banking and finance	
Banking and finance	
Banking and finance  Hospitality	
Banking and finance  Hospitality  Travel	
Banking and finance  Hospitality  Travel  Manufacturing	
Banking and finance  Hospitality  Travel  Manufacturing  Retail and e-Commerce	



#### Other end users

Other 6	end users
Regions Cove	red:
North A	America
	US
	Canada
	Mexico
Europe	)
	Germany
	France
	Italy
	UK
	Spain
	Rest of Europe
Asia Pa	acific
	Japan
	China
	India
	Australia

New Zealand



	Rest of Asia Pacific
	Rest of the World
	Middle East
	Brazil
	Argentina
	South Africa
	Egypt
What or	ur report offers:
	Market share assessments for the regional and country level segments
	Market share analysis of the top industry players
	Strategic recommendations for the new entrants
	Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
	Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
	Strategic recommendations in key business segments based on the market estimations
	Competitive landscaping mapping the key common trends
	Company profiling with detailed strategies, financials, and recent developments
	Supply chain trends mapping the latest technological advancements



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