

Web Analytics - Global Market Outlook (2020-2028)

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Abstracts

According to Stratistics MRC, the Global Web Analytics Market is accounted for \$3.66 billion in 2020 and is expected to reach \$16.04 billion by 2028 growing at a CAGR of 20.3% during the forecast period. Increasing shift to data-driven businesses and growing need to collect, analyze, and visualize website data by various industry verticals are driving the market growth. However, stringent government regulation over data security and privacy is hampering the growth of the market.

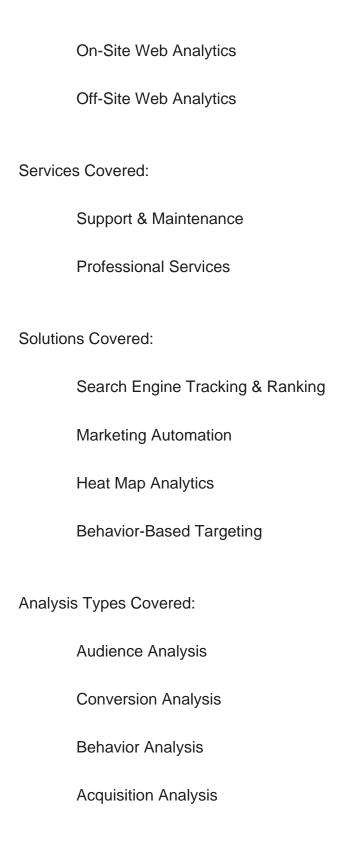
Web analytics help businesses to increase their web page traffic by attracting more customers and gain insights to retain or attract customers. Web analytics provides real-time data regarding consumer behavior and reveals insight that is buried in the data of each interaction. Web analytics is highly adopted by various players to optimize their web usage.

Based on the end user, the retail & consumer goods segment is going to have lucrative growth during the forecast period due to the advancement of the internet and the freedom to access it from anywhere, brick-and-mortar stores turned into digital retailers and the emergence of a new breed of e-retailers. By geography, Asia Pacific is going to have high growth during the forecast period owing to the increasing number of analytics outsourcing activities, growing implementation of the solutions, and awareness amongst the businesses to utilize the huge chunks of unstructured online data.

Some of the key players profiled in the Web Analytics Market include Webtrends, AT Internet, Tableau Software, Splunk Technology, Teradata, SAS, Adobe, Microsoft Corporation, IBM, Hootsuite, Google, Facebook, Comscore, SimilarWeb and MicroStrategy.

Types Covered:





Deployment Types Covered:

On-Premise

On-Demand





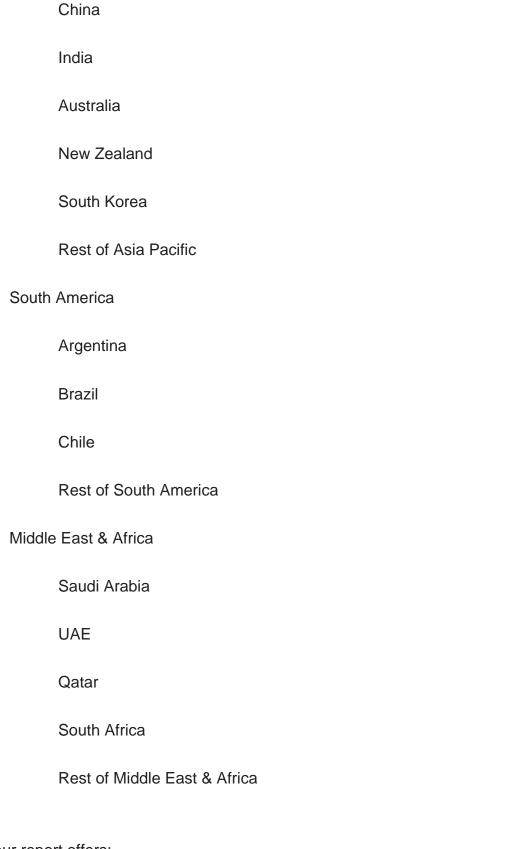


Online Marketing & Marketing Automation Multichannel Campaign Analysis E-Mail Marketing Performance Monitoring Digital Rights Management **Content Marketing Business and Market Research** Targeting & Behavioral Analysis Online Fraud Detection End Users Covered: Travel & Hospitality Commercial Retail & Consumer Goods Media & Entertainment Food & Beverage **Energy and Utilities** Manufacturing Healthcare & Life Sciences Government & Defense



E-commerce
Telecommunication & Information Technology
Car
Banking, Financial Services and Insurance (BFSI)
Transportation and Logistics
Danisa a Casana da
Regions Covered:
North America
US
Canada
Mexico
Europe
Germany
UK
Italy
France
Spain
Rest of Europe
Asia Pacific
Japan





What our report offers:

Market share assessments for the regional and country-level segments



Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025 and 2028

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

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances



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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.



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