

# Web Analytics - Global Market Outlook (2020-2028)

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## Abstracts

According to Statistics 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:

On-Site Web Analytics

Off-Site Web Analytics

Services Covered:

Support & Maintenance

Professional Services

Solutions Covered:

Search Engine Tracking & Ranking

Marketing Automation

Heat Map Analytics

Behavior-Based Targeting

Analysis Types Covered:

Audience Analysis

Conversion Analysis

Behavior Analysis

Acquisition Analysis

Deployment Types Covered:

On-Premise

On-Demand

### Service Types Covered:

Paid

Free

### Data Collections Covered:

Web Logs

Packet Sniffing

JavaScript Tagging

Web Beacons

### Organization Sizes Covered:

Small and Medium-Sized Enterprises (SME's)

Large Enterprises

### Applications Covered:

Traffic Management

Display Advertising Optimization

Social Media Management

Personalization

Mobile Analytics

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

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

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

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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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