

Mobile Analytics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast. 2018-2028F Segmented By Offering (Solution, Services), By Type (Application Analytics, Campaign Analytics, Service Analytics), By End User Vertical (Retail, BFSI, Government, IT and Telecom, Media and Entertainment, Others), By Region, Competition

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Abstracts

Mobile Analytics Market is anticipated to thrive in the forecast period 2024-2028. The market for mobile analytics is mostly driven by the increase in smartphone shipments. The market for smartphones has expanded quickly during the past several years. As the use of smartphones increases, businesses are discovering that reaching their customers is simpler. It is anticipated that the industry would see new opportunities as a result of the increased need for appropriate app management. The app provides new business potential because it can use mobile analytics to deliver useful information about customer behavior.

The market for mobile analytics will expand due to the rise in mobile apps. The demand for mobile analytics in e-commerce is another element boosting market growth for mobile analytics. Businesses must comprehend the needs and expectations of their clients along with how they discovered their app in order to boost revenue. In addition to e-commerce, the banking industry is a significant market driver for mobile analytics. Government initiatives and increasing digitization implementation are driving trends in mobile analytics market.

Mobile analytics is the process of collecting information on user behaviour from a variety of sources, including mobile apps, websites, and online applications, in order to

ascertain intent or spot patterns. The retention, engagement, and conversion of customers and service providers are driven by this data. Additionally, mobile analytics is used to capture end user journey information, analyse consumer behavior, identify unique users, and provide statistics on the installation performance of applications. Moreover, data that is exclusively generated from mobile sources, such as mobile applications, mobile platforms, and mobile internet browsing, can be usefully analysed using mobile analytics tools. Various firms utilise mobile analytics to define various sorts of data discovery in the current market environment.

E-commerce Data Explosion Is Expected to Drive the Market

The explosion of data from e-commerce makes it possible to measure how users interact with products throughout their shopping experience. These interactions can include product impressions, product clicks, viewing product details, adding a product to a shopping cart, starting the checkout process, transactions, and refunds. Moreover, a smartphone app requires enterprises and online retailers because of the booming e-commerce industry. More and more desktop users are switching to mobile usage in this age of digital transformation, where e-commerce sites are gradually becoming mobile apps. Additionally, a lot of consumers are currently observed spending an increasing amount of time on mobile e-commerce apps.. Mobile analytics solutions can measure e-commerce activity, transactions, refunds, checkout processes, and internal promotions as a result of the rise in the use of e-commerce applications on mobile devices. SaleCycle indicates that when it comes to online purchasing, mobile traffic is much greater than desktop traffic. All these factors are driving the market growth for global Mobile Analytics Market.

Rise In Smartphone To Produce Enormous Data Driving the Market Growth

Globally, the increase in mobile data traffic per smartphone can be ascribed to a number of factors, including better device capabilities, a rise in data-intensive content, and rising data consumption as a result of ongoing network performance improvements. The number of smartphone users is skyrocketing in many Asia-Pacific nations, including India, as well as in rural regions and in terms of average smartphone usage. Smartphones will produce enormous amounts of data each day in the future when 5G cellular connections are widely adopted, even in developing nations. In 2026, 5G networks will be used to handle more than half of all smartphone traffic worldwide, predicts Ericsson. The average global smartphone usage already surpasses 10GB per person, and by the end of 2026, it is expected to reach 35GB per person. Currently, 66% of all mobile data traffic is video traffic, and that percentage is projected to rise to

77% in 2026.

Market Segmentation

The Mobile Analytics market is segmented into Offering, Type, and End User Vertical. Based on Offering, the market is segmented into Solution and Services. Based on Type the market is segmented into Application Analytics, Campaign Analytics, and Service Analytics. Based on End User Vertical, the market is segment into Retail, BFSI, Government, IT and Telecom, Media and Entertainment, and Others.

Market Player

Major market players in the global Mobile Analytics market are OpenText Corporation, Facebook Inc., GoodData Corporation, Google LLC, Contentsquare SaaS, Microsoft Corporation, Oracle Corp., Adobe Inc., Salesforce.com Inc., AppsFlyer Ltd.

Report Scope:

In this report, the Global Mobile Analytics market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Analytics Market, By Offering

Solution

Services

Mobile Analytics Market, By Type

Application Analytics

Campaign Analytics

Service Analytics

Mobile Analytics Market, By End User Vertical:

Retail

BFSI

Government

IT and Telecom

Media and Entertainment

Others

Mobile Analytics Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

India

China

Japan

South Korea

Australia

Singapore

Malaysia

Europe

Germany

United Kingdom

France

Russia

Spain

Belgium

Italy

South America

Brazil

Argentina

Colombia

Peru

Chile

Middle East

Saudi Arabia

South Africa

UAE

Israel

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Mobile Analytics market.

Available Customizations:

Global Mobile Analytics market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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