

Report Information

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Mobile Apps and Web Analytics Market Research Report - Global Forecast till 2030

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Description:

Mobile Apps and Web Analytics Market Synopsis

Global Mobile Apps and Web Analytics Market size is expected to reach USD 11.4 Billion by 2030 registering an exponential CAGR of 4.60% during 2022-2030.

Mobile apps (or application) analytics software enables organizations to gain insights from data inputs by measuring user behavior, which is later analyzed to make data-driven decisions. The metrics measured include parameters such as application installs, application launches, taps, screens, events log, application versions, flows, user retention, funnel analysis, and many more. Additionally, the other metrics utilized to track users include answers to questions such as how many new users used the application, the country they belong to, which make and model they are using and how many users visited the link shared in the marketing campaigns.

Mobile Apps and Web Analytics Market overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Web analytics is the monitoring of user behavior across the web pages of an organization's web portal and measure their activity in terms of number of visitors, number of minutes they browse, number of pages they visit, and where the traffic is coming from (links shared in their marketing campaigns or others), among others.

The mobile apps and web analytics market is driven by an increase in demand for customer-oriented marketing campaigns and an increase in the number of smartphone and internet users. Additionally, the benefits offered by mobile apps and web analytics such as advanced queries and filters for desired data insights, sending push notifications to selected or all customers, stack traces by denoting with symbols, and send the custom log information to developers to overcome the issues. However, this market growth is hampered by the rising complexity of application integration.

Segmentation

Global Mobile Apps And Web Analytics Market has been segmented based on Component, Deployment, Application, Vertical, and Region.

By component, the global mobile apps and web analytics market has been divided into solution and service.

Based on deployment, the global mobile apps and web analytics market has been divided into on-premise and cloud-based.

By application, the mobile apps and web analytics market is classification into customer relationship management, application testing & analytics, mobile advertising and marketing analytics, search engine tracking and ranking, marketing automation, content marketing, event tracking, heat map analytics, social media & email marketing management, advertising optimization, and others.

Based on vertical, the global mobile apps and web analytics market has been divided into BFSI, healthcare, transportation & logistics, media & entertainment, IT & telecom, and others.

The global mobile apps and web analytics market has been analyzed for five regions—North America, Europe, Asia-Pacific, the Middle East & Africa, and South America.

Regional Analysis

Global Mobile Apps and Web Analytics Market is estimated to register an exponential CAGR over the forecast period. The geographic analysis of the global Mobile Apps and Web Analytics market has been conducted for North America, Europe, Asia-Pacific, the Middle East & Africa, and South America.

North America is expected to register the largest market share due to the increase in demand for mobile apps and web analytics solutions and services in this region. The US is expected to lead the market in North America owing to the factors such as the presence of numerous players such as

- Amplitude Inc. (US)

- Microsoft (US)
- Google (US)
- Oracle (US)
- UXCam Inc. (US)
- Apple Inc. (US)
- Adobe (US)
- Facebook (US)
- Upland Software, Inc. (US)
- Flurry (US)
- Amazon Web Services, Inc. (US)
- Mixpanel (US)
- AppsFlyer (US)

The European market for mobile apps and web analytics is expected to stand at the second position during the review period, mainly due to the rapid economic growth across countries such as the UK and Germany. Additionally, the compulsory regulations enforced to prevent cybersecurity issues and data privacy and protection laws boost the market growth in the region.

Asia-Pacific region is segmented into China, India, Japan, and the rest of the Asia-Pacific and is expected to be the fastest-growing region mainly due to the presence of emerging economies such as China and India, which are growing at a fast pace. Furthermore, China is expected to stand in the leading position, while India is projected to be the fastest-growing country during the forecast period. The Chinese market is expected to report the highest market share mainly due to the rapid developments in the smartphone industry, the increasing use of the Internet, and adoption in industry verticals such as media and entertainment, retail, e-commerce, food delivery, and so on. Additionally, the rise in the number of social networking platforms, online gaming, the large young population in the region contributes to market growth. Furthermore, India is witnessing an increase in the number of technology providers, boosting the demand for mobile apps and web analytics platforms.

The Middle East & Africa and South America market for the mobile apps and web analytics market is expected to report significant growth during the forecast period.

Competitive Analysis

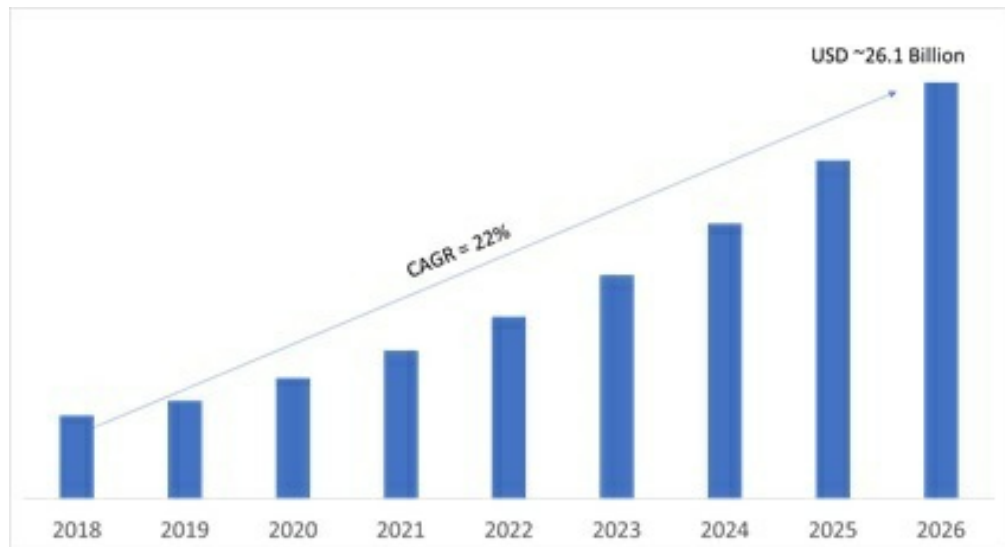
Global Mobile Apps and Web Analytics Market is witnessing a high growth mainly due to demand for transformation of customer experience for the solutions and services they provide. Major players have opted for partnerships, acquisitions, and product enhancement as their key organic growth strategies to enhance their positions in the market and cater to the demands of end-users. Additionally, the industry players are competing over the benefits offered by mobile apps and web analytics.

Impact of COVID-19

The global mobile apps and web analytics industry has reported an increase in demand for mobile apps and web analytics solutions and services mainly due to a large number of organizations shifting their workforce to work from their homes, expanding the demand for digital solutions. Furthermore, the current trend for BYOD among enterprises has increased the demand for analytics solutions that provide essential statistics utilizing different parameters mentioned previously.

Key Players

The key players in the global mobile apps and web analytics market are identified based on their country of origin, presence across different regions, recent key developments, product diversification, and industry expertise. These include County (UK), Amplitude, Inc. (US), QBurst (India), Microsoft (US), Google (US), Oracle (US), UXCam Inc. (US), Apple Inc. (US), Adobe (US), Facebook (US), Upland Software, Inc. (US), Flurry (US), Amazon Web Services, Inc. (US), Mixpanel (US), and AppsFlyer (US). The key strategies adopted by most of the players are partnerships, acquisitions, agreements, and collaborations.



Source: MRFR Analysis Global Mobile Apps and Web Analytics Market, 2018–2026 (USD Billion)

Intended Audience

- Value-Added Resellers (VARs)
- Application Developers
- Advertising Agencies
- Technology Consultants
- Investors and Venture Capitalists

Recent Developments

Industry News

On Mar. 13, 2023, Google updated its Analytics (GA4), the first major update to its web analytics services to track users across apps and websites. GA4 is an upgraded version of the current Universal Analytics or UA. GA4 offers content marketers more detailed user data across apps and websites. GA4 uses machine learning to predict users' behavioral patterns.

Further, the GA4 provides businesses an exciting opportunity to gain new insights with features like App + Web. This latest Google Analytics update will allow marketers to set specific goals for producing content types and measure their success. The arrival of two new user privacy laws, GDPR and CCPA, has increased the use of mobile apps and the phasing of third-party cookies.

On Feb.16, 2022, Analytics platform App Annie announced a rebranding and changed its name to data.ai. The company will combine consumer and market data by leveraging AI capabilities. data.ai claims that it is the first Unified Data AI company, aiming to reduce complexities in the equation, providing a unified view across all channels and illuminating opportunities with artificial intelligence.

data.ai won't be a mobile-only platform and will allow enterprises to assemble various digital datasets and activate artificial intelligence. The company has also partnered with Similarweb to unify its datasets and combine mobile and web analytics. data.ai plans to develop prescriptive recommendations across all digital channels, such as game consoles, OTT & streaming services, and the web.

On June 10, 2021, Glassbox (Israel), a provider of digital experience analytics for web and mobile applications, announced the completion of its initial public offering (IPO) available on the Tel Aviv Stock Exchange (TASE) with a 100 MN investment.

This is a significant milestone for Glassbox, representing its commitment to growth in the near term and providing the resources to fuel innovation toward its unique AI-driven vision for Experience Intelligence. Additionally, the IPO funding would allow Glassbox to maintain its impressive momentum as a high-growth SaaS company in a rapidly evolving digital market.

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