

# Mobile Backend As A Service Market Is Estimated to grow by ~64% of CAGR by 2023

*Global Mobile Backend as a Service Market, by Service Type (Access Management, Identity and Data and Application Integration)*

PUNE, MAHARASHTRA, INDIA, July 6, 2017 /EINPresswire.com/ -- The study reveals that the market of Mobile Backend as a Service is trending in North America region. The [Mobile Backend as a Service market](#) is driven by the innovation and advancements in app development to make more advanced and cost effective systems. A recent trend in smart phone and devices is boosting the Mobile Backend as a Service market.

The study also signifies that the increasing demand of cloud based MBaaS and the concept of “develop your own applications” is a key driver for Mobile Backend as a Service market. Moreover, the trend of growing number of Apps has grown to App user Base in Mobile Backend as a Service and is boosting the IoT Apps usage which indirectly supports to drives the demand for the MBaaS solutions. Whereas, the low cost acts as an advantage to the Mobile Backend as a Service market.

The Mobile Backend as a Service market is growing rapidly over 64% of CAGR and is expected to reach at USD ~\$87 billion by the end of forecast period.

Taste the market data and market information presented through more than 30 market data tables and figures spread over 100 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on “The Mobile Backend as a Service Market Research Report -Forecast to 2023”.

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The Mobile Backend as a Service Market has been segmented on the basis of Service type, Operating System, Organization Size, end-user and region. Looking through the end-user segment it has been observed that Telecommunication and IT has shown a tremendous usage of mobile applications and holds the largest market share. The analysis indicates that the other sectors like BFSI and gaming sector would be considering Mobile Backend as a Service for their regular use and would show a positive growth in the Mobile Backend as a Service market.

The prominent players in the Mobile Backend as a Service market are

- Microsoft Corporation (U.S)
- IBM Corporation (U.S)
- Oracle Corporation (U.S)
- Kony, Inc. (U.S)
- Kinvey Inc. (U.S)
- AnyPresence Inc.(U.S)
- Appcelerator Inc. (U.S)
- CloudMine In. (U.S)
- Built.IO Backend (U.S)
- KII Corporation (JAPAN)
- Exadel Inc. (U.S)

On geographic basis, Mobile Backend as a Service market is studied in different regions as North

Americas, Europe, Asia-Pacific and Rest of world. It has been observed that North America region is leading in the Mobile Backend as a Service market and is expected to grow with a high rate. It also holds the largest market share in the Mobile Backend as a Service market, due to its major focus onto the cloud based MBaaS. The technological advancements in App Development has driven the focus on BaaS and high adoption of Mobile Backend as a Service in App store fuels Cloud development is observed there.

The study shows that Europe region is also showing a positive curve in growth of the Mobile Backend as a Service market. The developing economies in Asia-pacific regions like China, Japan, India and others are showing high adoption in the Mobile Backend as a Service.

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Study Objectives of the Mobile Backend as a Service Market:

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the Mobile Backend as a Service market.
- To provide insights about factors affecting the market growth.
- To analyze the Mobile Backend as a Service market based porter's five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia Pacific (APAC), and Rest of the World (ROW).
- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment on the basis of service type, operating system, organization size, end-user and region.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the Mobile Backend as a Service

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