



# The growing demand for mobile apps with additional features will boost the demand for BaaS Market in upcoming years.

*It is approximately estimated that around 50% mobile app development project will drag the cloud mobile backend as a service market*

HYDERABAD, TELANGANA, INDIA, September 4, 2018 /EINPresswire.com/ -- The rising growth of mobile devices has influenced the IT industry so much that it proclaims for a shift of IT sector towards the mobile platform. It is approximately estimated that around 50% mobile app development project will drag the cloud mobile backend as a service market. To remain relevant and competitive in today's market businesses are turning to mobile innovation and digital transformation. The Mobile [Backend-as-a-Service](#) (MBaaS) is also known as Backend-as-a-Service (BaaS).

MBaaS is a service that provides a way to connect the application to backend cloud storage by providing services like data storage, push notifications, social networking services and user management to various industries such as banking and financial services, Manufacturing, Legal industry, IT, Retails, Education and others.

To access / purchase the full report browse the link below  
<https://industryarc.com/Report/15097/cloud-mobile-backend-as-a-service-market.html>

The manufacturing industry faces profound changes due to fast-growing mobile device capabilities that increased agility and rendered significant advantages in productivity, market competitiveness, and consumer satisfaction. BaaS offers banks a path to shift their financial solutions by delivering mobile financial service and insurance solutions that enable consumers and employees to securely access contextual, personalized and sensitive information in real time.

The factor driving the market growth by adopting IOT and cloud applications by Small, Medium and large enterprises contribute to the MBaaS market growth, as MBaaS are integrated as part of the company's larger cloud based ecosystem to enhance the consumer satisfaction with various advantages such as in build compliance, Organization data mobilization, developer productivity etc.

With mobile cloud computing all computations and complex operations will be moved to the cloud. This will eliminate the need for expensive hardware and therefore lower device costs. But the main drawback is when an organization has an application running over an MBaaS, there is no complete control over its infrastructure and software stack. MBaaS provides a bridge between the front-end application and back-end resources via a unified API (Application Programming Interface) and SDK (Software Development Kit) offers full data synchronization, integration with social networking services, and file-handling. But MBaaS is usually considered a short-term solution that won't be suitable to applications in the industry that plan to grow and it can't offer solutions to constantly changing technologies and application.

Talk to one of our sales representative about the full report by providing your details in the below link:

<https://industryarc.com/support.php?id=15097>

The rapid adoption of the cloud-based technology has initiated various opportunities to the industries offering BaaS services. One of the key IT service provider Cognizant, collaborated with Kony Inc. to deliver an innovative cross-platform mobile applications for industries such as banking, healthcare, manufacturing, retail, and government, also it can be used by sales, field services, workflow, and human resources organizations. Kony Inc. has grabbed total funding of \$115.5 million and is the market leader in mobile application development platform.

Kinvey, is a US based BaaS provider, received total funding of \$17.9 million and launched an advance feature. IT industries will be able to offer a company's developers access to enterprise data, authentication service and mobile backend features without the risk of the data leaking out.

The growing demand for mobile apps with additional features and functionalities will continue to boost the demand for BaaS in upcoming years.

Cloud Mobile Backend as a Service market report is segmented as indicated below:

1. Cloud Mobile Backend As a Service Market – By Service

- 1.1. Introduction
- 1.2. Data Storage
- 1.3. Identity Management
- 1.4. Push Notification
- 1.5. Analytics
- 1.6. Marketing Automation
- 1.7. Gamification

2. Cloud Mobile Backend As a Service – By Type

- 2.1. Introduction
- 2.2. Consumers BaaS
- 2.3. Enterprise BaaS

3. Cloud Mobile Backend As a Service Market – By Tool

- 3.1. Introduction
- 3.2. Software Development Kit (SDK)
- 3.3. Application Programming Interfere (API)

4. Cloud Mobile Backend As a Service Market – By Operating System

- 4.1. Introduction
- 4.2. Android
- 4.3. iOS
- 4.4. Others

5. Cloud Mobile Backend As a Service Market – By Deployment

- 5.1. Introduction
- 5.2. Web Development
- 5.3. Mobile Application
- 5.4. Electronic readers
- 5.5. Launch API

6. Cloud Mobile Backend As a Service Market - By deployment model

- 6.1. Introduction
- 6.2. Software as a Service (SaaS)
- 6.3. Platform as a Service (PaaS)
- 6.4. Infrastructure as a Service (IaaS)

7. Cloud Mobile Backend As a Service Market – By End User Industry

- 7.1. Introduction
  - 7.2. Banking, Financial Services, and Insurance
  - 7.3. Education
  - 7.4. Public Sector and Utilities
  - 7.5. Healthcare and Life Sciences
  - 7.6. Organizations
    - 7.6.1. Small
    - 7.6.2. Medium
    - 7.6.3. Large
  - 7.7. Media and Entertainment
  - 7.8. Telecommunication and ITes
  - 7.9. Chemical
  - 7.10. Others
8. Cloud Mobile Backend As a Service Market – By Market Entropy
9. Cloud Mobile Backend As a Service Market – By Geography

#### Companies Cited/Interviewed/Referenced

Microsoft  
IBM  
Kony  
CloudMine  
Anypresence  
Appcelerator  
Kii  
Applicasa  
Built.io  
Sencha  
Parse  
ApiOmat  
Kinvey  
Oracle  
Company 15+

#### Related Reports:

##### A. Cloud GIS Market

<https://industryarc.com/Report/18363/cloud-gis-market-research-report-analysis.html>

##### B. Cloud Integration Market

<https://industryarc.com/Report/15274/cloud-integration-market.html>

#### What can you expect from the report?

The Cloud/Mobile Backend As A Service Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis

11. Demand Analysis ( By Revenue & Volume )
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Cloud/Mobile Backend As A Service Market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Cloud/Mobile Backend As A Service Market (2018-2023)
2. South America Cloud/Mobile Backend As A Service Market (2018-2023)
3. Europe Cloud/Mobile Backend As A Service Market (2018-2023)
4. Asia Pacific Cloud/Mobile Backend As A Service Market (2018-2023)
5. Middle East and Africa Cloud/Mobile Backend As A Service Market (2018-2023)
6. Analytics market in Cloud/Mobile Backend As A Service Market (2018-2023)
7. Marketing Automation market in Cloud/Mobile Backend As A Service Market (2018-2023)
8. Mobile Application Market in Cloud/Mobile Backend As A Service Market (2018-2023)
9. Medium Organizations Market in Cloud/Mobile Backend As A Service Market (2018-2023)
10. Telecommunication and ITes market in Cloud/Mobile Backend As A Service Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

Any other custom requirements can be discussed with our team, drop an e-mail to [sales@industryarc.com](mailto:sales@industryarc.com) to discuss more about our consulting services.

To request for a proposal, provide your details in the below link:

<https://industryarc.com/subscription.php>

Media Contact:

Mr. Venkat Reddy  
Sales Manager  
Email: [venkat@industryarc.com](mailto:venkat@industryarc.com)  
Contact Sales: +1-614-588-8538 (Ext-101)

About IndustryARC:

IndustryARC is a Research and Consulting Firm that publishes more than 500 reports annually, in various industries such as Agriculture, Automotive, Automation & Instrumentation, Chemicals and Materials, Energy and Power, Electronics, Food & Beverages, Information Technology, Life sciences & Healthcare.

IndustryARC primarily focuses on Cutting Edge Technologies and Newer Applications in a Market. Our Custom Research Services are designed to provide insights on the constant flux in the global supply-demand gap of markets. Our strong team of analysts enables us to meet the client research needs at a rapid speed, with a variety of options for your business.

We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

Venkat Reddy  
IndustryARC  
+1-614-588-8538  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.