

App Analytics Market 2020 | Know the Latest COVID19 Impact Analysis, Growth Opportunities and Forecast by 2027, Report

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EINPresswire.com/ -- The global app analytics market was valued at \$920 million in 2017, and is projected to reach \$3,798 million by 2025, growing at a CAGR of 19.5% from 2018 to 2025.

Increasing inclination of enterprises toward mobile-based advertising, growth in smartphone penetration in developing economies, surge in number of mobile & web apps and rise in investment in analytics technology, majorly supplement the growth of the market. However, availability of open source alternatives and non-uniformity of data is expected to hamper the market growth.

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Based on component, the software segment dominated the global app analytics market in 2017 and is expected to continue this trend during the forecast period owing to growth in demand for app analytics software among organizations to improve revenue of their apps. Also, app analytics software enables the organizations to track information related to app performance, and user behavior, which helps them track the number of mobile app downloads, trace locations of users, and calculate the amount of time spent by users on apps.

Some of the key market players profiled in the report include Adobe, Appsee, IBM Corporation, Countly, Mixpanel, Localytics, App Annie, Appdynamics, Appsflyer, and Clevertap.

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App Analytics Market

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In 2017, the gaming industry was the highest contributor to the global app analytics market and is projected to remain dominant during the forecast period. However, the retail & e-commerce industry is expected to witness highest growth, as the adoption of app analytics solutions and services is increasing at a rapid pace due to massive usage of shopping apps.

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Key Findings of the App Analytics Market:

By deployment mode, the cloud segment is expected to exhibit significant growth in the global app analytics market during the forecast period.

Based on component, the software segment accounted for the highest revenue in 2017.

Based on industry vertical, the gaming industry generated the highest revenue in 2017.

Based on type, the mobile app analytics segment generated the highest revenue in 2017.

Based on region, Asia-Pacific is anticipated to exhibit substantial growth during the forecast period.

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David Correa

Allied Analytics LLP

+1 800-792-5285

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