

Multiexperience Development Platforms (MXDP) Market Size Projected to Reach USD 20.75 Billion By 2026

MXDP Market USD 5.07 Billion in 2018, CAGR of 15.11%, Rising need for custom mobile app development across various end use industries.

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The better internal operational efficiency that MXDP provides to the organizations as well as the rising need for custom mobile app development across various end use organizations are the major factors attributing to the growth of the market.



Reports And Data

According to the current analysis of Reports and Data, the global [Multiexperience Development Platforms \(MXDP\) market](#) was valued at USD 5.07 Billion in 2018 and is projected to grow at a CAGR of 15.11% from 2019 to 2026. Factors affecting the growth of the Multiexperience Development Platforms (MXDP) market is the better internal operational efficiency that MXDP provides to organizations, thus leading to an increase in demand. Another factor that is aiding the growth of the market is the rising need for custom mobile app development across various end use organizations.

Multiexperience Development Platforms refer to the various combinations of modalities (like touch, gesture, and voice), devices and apps through which the users can interact with on their digital journey through various touchpoints. MXDP involves the creation of apps that are specifically built based on various touchpoint-specific modalities. In other words, MXDPs are app development platforms that are used to develop chat, voice, augmented reality, and wearable experiences, as well as mobile and web apps.

With the rise in the number of app developers in the Asia Pacific region, the demand for MXDP in the Asia Pacific region is forecasted to grow through 2019 to 2026. Increasing number of SMEs in this region is also another factor that is boosting the growth of the market. Region-wise, North America occupies the largest share in the market on account of large presence of prominent players in the region.

By deployment type, on premise mode of deployment occupies the largest share in the market due to the widespread availability as well as the popularity. However, with the advent of cloud computing, the demand for cloud mode of deployment is forecasted to grow through 2026.

MXDPs are advantageous for organizations as they increase their operational efficiencies. MXDPs allow the organizations to host a large number of their internal operations in one space. While everything is an interconnected system, processes can be streamlined. MXDPs can help the organizations to create faster, operations that are better efficient for the developing as well as delivering the digital experiences and applications. MXDPs offer a large range of front-end development tools and back-end services that can enable quick, scalable development of the targeted and ambient user experiences across devices and channels.

Key participants include Salesforce (U.S.), Mendix (U.S.), Kony, Inc. (U.S.), Convertigo (France), Appian (U.S.), GeneXus (U.S.), IBM (U.S.), Microsoft (U.S.), Oracle (U.S.), OutSystems (U.S.), Pega, Inc. (U.S.), Progress (U.S.), SAP (U.S.), and ServiceNow (U.S.)

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Further key findings from the report suggest

- The Global Multiexperience Development Platforms (MXDP) market is forecast to grow at a rate of 15.11% CAGR to reach a valuation of USD 20.75 Billion in 2026.
- Factors affecting the growth of the Multiexperience Development Platforms (MXDP) market is the better internal operational efficiency that MXDP provides to organizations, thus leading to an increase in demand. Another factor that is aiding the growth of the market is the rising need for custom mobile app development across various end use organizations.
- Cloud deployment mode has witnessed huge growth owing to the increasing adoption of cloud computing in the near future.
- North American region is forecasted to witness huge growth opportunities over the forecasted period. Major factor for the huge growth of Multiexperience Development Platforms (MXDP) market in this region is the large presence of prominent players in the region.
- Asia Pacific region is forecasted to witness tremendous growth on account of rising number of SMEs in the region, especially in countries like India and China.
- Small Enterprise and Large scale enterprise are forecasted to witness the fastest growth on account of increasing adoption of MXDP by these sized companies. Large scale enterprise segment is the current largest share occupying segment.
- Platform component occupies the largest share in the market with a share of more than 58%. Services segment is forecasted to witness the fastest growth in the market on the basis of component.

To identify the key trends in the industry, click on the link below:

<https://www.reportsanddata.com/report-detail/multiexperience-development-platforms-mxdp->

[market](#)

For the purpose of this study, Reports and Data have segmented the Multiexperience Development Platforms (MXDP) Market on the basis of Component, Deployment Type, Organization Size, End Use and Region:

Component (Revenue, USD Billion; 2016–2026)

Platform

Web Content Management

Digital Asset Management

Product Information Management

Analytics, Artificial Intelligence, and Machine Learning

Others

Services

Professional Services

Consulting

Support and Maintenance

Training

Managed Services

Deployment Type (Revenue, USD Billion; 2016–2026)

On-Premise

Cloud

Organization Size (Revenue, USD Billion; 2016–2026)

Small Enterprise

Medium sized enterprise

Large scale enterprise

End Use (Revenue, USD Billion; 2016–2026)

IT & Telecom

BFSI

Retail

Healthcare

Manufacturing

Travel & Hospitality

Media & Entertainment

Public Sector

Others

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Regional Outlook (Revenue in USD Billion; 2016–2026)

North America

Europe

Asia Pacific

Latin America

Middle East & Africa

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