

Mobile Engagement Market is Anticipated to Reach a CAGR of 45.52% by 2026, Share, Size and Segmentation Analysis

Extensive internet usage and growing Smartphones penetration, which further fuel the growth of the Mobile Engagement Market.

HYDERABAD, TELANGANA, INDIA,
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EINPresswire.com/ -- IndustryARC, in its latest report, predicts that the [Mobile Engagement Market](#) is expected to reach US\$40.8 billion after growing at an estimated CAGR of 45.52% during 2021-2026. Mobile Engagement

platform is considered as a marketing strategy used by companies to generate positive brand experiences, develop long-term relationships with customers and design their respective business objectives. The rapid popularity of mobile marketing due to the significant investment by the major e-commerce brands to strengthen the business approachability using data triangulation to boost the growth of the Mobile Engagement Industry. The report offers a complete analysis of the market, its major segments, growth factors, trends, drivers and challengers, key players and more.

Interested in knowing more relevant information? Click here:

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Key Takeaways:

This IndustryARC report on the Mobile Engagement Market highlights the following areas –

- Asia Pacific is estimated to register the highest share in 2020 with 56%, owing to the presence of several prominent online retail industry, such as HipVan, Flipkart, JD.com, Snapdeal, India Mart, Alibaba and many more, along with the rapid commercialization that leads to the comprehensive adoption of diversified digital platforms.



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- Major online brands across the globe are gaining momentum with the support of extensive internet usage and growing Smartphones penetration, which further fuel the growth of the Mobile Engagement Market.
- The Retail & Ecommerce is estimated to grow at the highest CAGR of 9.4% during the forecast period 2021-2026, owing to the introduction of various omnichannel platforms such as mobile apps, Websites and QR-based virtual stores that support a competitive exposure to retail and ecommerce merchants.

Segmental Analysis:

- By Solution - The Mobile Engagement Market is segmented into SMS & MMS, Push Notification, In-App Messaging, E-mail, App/Web Content and Others. The Push Notification segment has registered the highest growth rates in the year 2020, and should grow at a CAGR of 3.2% during the forecast period, owing to the growing demand for advertising strategy to target audiences about products and services among various vendors.
- By Industry Verticals - The Banking, financial services and insurance (BFSI), Consumer Electronics and accessories, Apparel, Footwear and accessories(AFA), Furniture & home furnishings, FMCG, Hospitality & Travel, Retail & Ecommerce and Others. The Retail & Ecommerce is estimated to grow at the highest CAGR of 9.4% during the forecast period 2021-2026.
- By Geography - Asia Pacific is estimated to register the highest share in 2020 with 56%, owing to the presence of several prominent online retail industry, such as HipVan, Flipkart, JD.com, Snapdeal, India Mart, Alibaba and many more, along with the rapid commercialization that leads to the comprehensive adoption of diversified digital platforms.

Click on the following link to buy the Mobile Engagement Market Report:

<https://www.industryarc.com/reports/request-quote?id=505411>

Competitive Landscape:

The top 5 players in the Mobile Engagement Industry are -

1. Accengage
2. Adobe
3. Appboy
4. Followanalytics
5. Truepush

Click here to browse the complete report summary:

<https://www.industryarc.com/Research/Mobile-Engagement-Market-Research-505411>

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