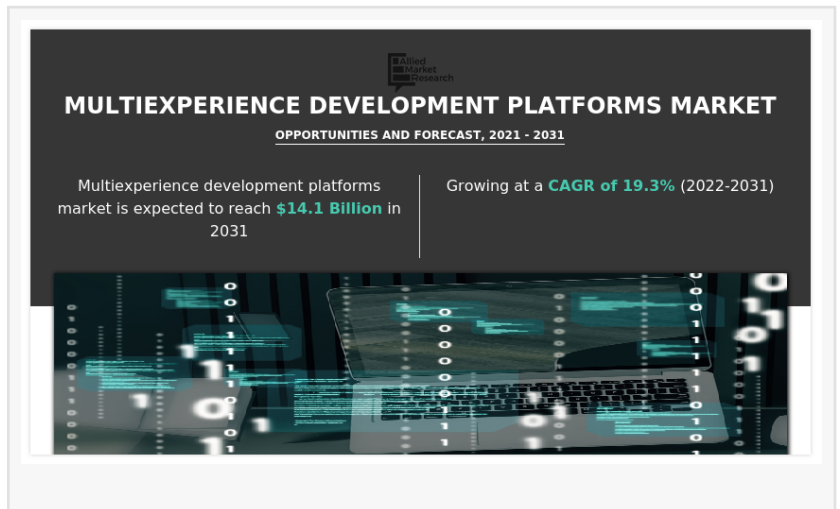


# Multiexperience Development Platforms Market Continues to grow, with \$14.1 Billion Valuation and 19.3% CAGR by 2031

WILMINGTON, DE, UNITED STATES,  
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EINPresswire.com/ -- According to the report, the [global multiexperience development platforms market size](#) generated \$2.5 billion in 2021, and is anticipated to generate \$14.1 billion by 2031, witnessing a CAGR of 19.3% from 2022 to 2031. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chain, regional landscape, and competitive scenario.



Drivers, restraints, and opportunities:

The rising demand for custom mobile app development in various organizations, surging internal operational efficiencies offered by multi-experience development platforms (MXDP), increasing need for flexibility and rapid stability, growing demand for customized mobile applications, proliferation of mobile devices and the internet, and rapid digitization of the industry drive the global multiexperience development platforms market. However, the lack of skilled professionals and trainers restricts market growth. Moreover, an increasing adoption of digital technologies like cloud and IoT is expected to provide new opportunities in the coming years.

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Covid-19 Scenario

The outbreak of the COVID-19 pandemic had a positive impact on the global multiexperience development platforms market, owing to the increased demand for digitalization by businesses for an accelerated transition and a rise in demand for mobile app developments from various end users such as BFSI and retail for smooth operations.

Multiexperience development platforms played a crucial role in this adaptation, allowing companies to create and deploy digital applications that can be accessed across a variety of devices and interfaces. As a result, there was a surge in demand for these platforms, particularly in industries such as healthcare, education, and retail during the pandemic.

By region, North America held the highest market share in terms of revenue in 2021, accounting for more than one-third of the global multiexperience development platforms market. This is due to surge in adoption of emerging technologies such as AI, IoT, and AR/VR in region, which are being integrated into MXDP solutions to enhance the capabilities of developers and improve the user experience. However, the market in Asia-Pacific is likely to show the fastest CAGR of 22.6% during the forecast period and is expected to dominate the market in 2031. The growth is attributed to the increase in demand for digital transformation and the rising adoption of new technologies such as AR and VR.

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Leading Market Players:

Neptune Software  
ServiceNow  
GeneXus  
Mendix Technology BV  
OutSystems  
Temenos  
Oracle, SAP SE  
Pegasystems Inc.  
Salesforce, Inc.

The report analyzes these key players of the global multiexperience development platforms market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, product portfolio, and developments by every market player.

About Us:

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