

Web Analytics Market Poised to Reach US\$ 10.73 billion by 2026 with a 19.3% CAGR

By application, the online marketing segment accounted for the highest revenue in 2018, owing to rise in demand for optimized clicks from e-commerce sector.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, October 25, 2024 /EINPresswire.com/ -- The [Global Web Analytics Market](#) size was valued at \$2.63 billion in 2018, and is projected to reach \$10.73 billion by 2026, growing at a CAGR of 19.3% from 2019 to 2026.

The report offers an extensive analysis of changing market dynamics, key winning strategies, business performance, major segments, and competitive scenario. Rise in shift to data driven businesses, increase in marketing automation, and surge in demand of mobile analytics augmented the growth of the global web analytics market. However, data privacy and cyber security, and shortage of skilled labor hinder the growth to a certain extent. Conversely, predictive web analytics and increase in cloud adoption are anticipated to create lucrative opportunities for the key players in the industry.

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Web analytics tools and application has gained tremendous popularity among the digital businesses. With need to improve and gain new revenue opportunities digital businesses, such as e-commerce, have adopted web analytics, which in turn has positive impact on the [web analytics market growth](#). In addition, industries are evolving in terms of data generation and analysis to help them aid their offering among other competitors, marketers, and businesses.

By deployment, the cloud segment dominated the web analytics market share in 2018. However, the on-premise segment is expected to exhibit significant growth during the forecast period.

By application, the online marketing segment accounted for the highest revenue in 2018, owing to rise in demand for optimized clicks from e-commerce sector.

Depending on end user, the retail & ecommerce industry generated the highest revenue in 2018. However, the retail sector is expected to witness a considerable growth in the near future, owing to rise in e-commerce activities across the globe.

Region wise, Asia-Pacific is expected to witness significant growth in terms of CAGR in the coming years.

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Rise in number of applications that resides on smartphones has driven the demand for analytical software that are capable to gather data from smart devices and provide insights on the user's behavior. This in turn helps companies to optimize their product offerings and target their ads depending upon the user location. Web analytics plays a crucial role in offering demographics marketing depending upon the aforementioned data, which in turn is expected to boost the growth of the web analytics market.

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