

# Mobile Apps and Web Analytics Market Size, Share, Revenue, Trends And Drivers For 2024-2033

*The Business Research Company's Mobile Apps And Web Analytics Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 20, 2024 /EINPresswire.com/ -- The global mobile apps and web analytics market is on a rapid growth trajectory, driven by the increasing digital transformation across industries. This

market is projected to grow from \$10.92 billion in 2023 to \$12.75 billion in 2024, with a compound annual growth rate (CAGR) of 16.7%. The historic growth can be attributed to factors such as growing competition in the mobile market, increasing 5G adoption, exploring blockchain technology, growing importance of mobile marketing chains, and increasing smartphone penetration.



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Rising Digital Transformation Drives Market Growth  
The increasing digital transformation is a key factor propelling the growth of the mobile apps and web analytics market. Digital transformation involves the strategic integration of digital technologies to reshape business processes, culture, and customer experiences. As

customers increasingly expect convenience, personalization, and responsiveness, organizations are turning to digital solutions to meet these expectations. Mobile apps and web analytics play a crucial role in digital transformation by providing valuable insights into user behavior and preferences. For instance, global companies invested \$1.85 trillion in digital transformation initiatives in 2022, with projections indicating a rise to \$3.4 trillion by 2026, according to a report by Exploding Topics.

Explore the global mobile apps and web analytics market with a detailed sample report:  
[https://www.thebusinessresearchcompany.com/sample\\_request?id=13882&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=13882&type=smp)



## Key Players and Market Trends

Major companies such as Apple Inc., Alphabet Inc., and Microsoft Corporation are focusing on developing innovative analytic solutions to strengthen their position in the market. These solutions, such as pin analytics, provide real-time insights on the performance of pins directly from mobile devices. For example, Pinterest launched pin analytics on mobile, allowing users to access valuable data on their pin strategy's performance, including impressions, clicks, saves, and close-ups.

## Segments:

The mobile apps and web analytics market covered in this report is segmented –

- 1) By Component: Solution, Services
- 2) By Platform: Android, iPhone Operating System (iOS), Windows, Unity, Amazon, Terminal Velocity Operating System (TvOS)
- 3) By Deployment: On-Premise, Cloud Based
- 4) By Application: Mobile Advertising And Marketing Analytics, Search Engine Tracking And Ranking, Marketing Automation, Content Marketing, In-App And Web Behavioral Analysis, Application Performance And Advertising Optimization, Other Applications
- 5) By Industry Vertical: Banking, Financial Services And Insurance (BFSI), Retail And Ecommerce, Healthcare And Life Sciences, Government, Media And Advertisement, Telecom And Information Technology (IT), Transportation And Logistics, Other Industry Verticals

## Geographical Insights: North America Leading the Market

North America was the largest region in the mobile apps and web analytics market in 2023, with Asia-Pacific expected to be the fastest-growing region in the forecast period. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

Access the complete report for in-depth analysis:

<https://www.thebusinessresearchcompany.com/report/mobile-apps-and-web-analytics-global-market-report>

Mobile Apps And Web Analytics Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Mobile Apps And Web Analytics Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [mobile apps and web](#)

[analytics market size](#), mobile apps and web analytics market drivers and trends, mobile apps and web analytics market major players, competitors' revenues, market positioning, and market growth across geographies. The [mobile apps and web analytics market report](#) helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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### [About The Business Research Company](#)

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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