

Mobile Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Mobile Analytics Market size is estimated at USD 9.05 billion in 2025, and is expected to reach USD 26.76 billion by 2030, at a CAGR of 24.20% during the forecast period (2025-2030).

Key Highlights

- Mobile analytics involves the collection and analysis of data related to mobile devices and applications to understand user behavior, improve app performance, and enhance security. The main factor driving the market size of mobile analytics market is the adoption of innovative technologies like artificial intelligence, big data, and machine learning by several mobile analytics businesses. AI algorithms analyze user behavior data collected by mobile analytics tools to predict potential security threats or anomalies. This proactive approach helps in early detection and mitigation of risks.
- Mobile apps are now more frequently used by consumers to do daily tasks. These applications use a huge amount of data. A powerful analytics system is needed to manage and analyze this enormous amount of data effectively. In this context, data analytics is quite important. It helps diverse businesses use these apps to gain data-driven insight. Mobile App Analytics is to monitor activity within mobile applications. This research can reveal how users interact with a program and whether a specific incident led users to uninstall it. Tracking interaction, technical data, conversion funnels, and other metrics can also assist in determining whether an app makes sense for both the audience and the business and can direct its future development.
- Among type, campaign analytics is expected to dominate the market share in the mobile analytics market. Campaign analytics is a tool used to evaluate the performance of marketing campaigns across different channels. Cross-Channel analysis compares campaign results across various channels like email, social media, and SMS. Platforms like Adobe Campaign, Emarsys, and AgencyAnalytics offer robust campaign analytics capabilities.
- North America is likely to maintain its leadership position due to its strong tech industry and consumer demand, leading to substantial market share in mobile analytics market. Major players in the mobile analytics market include companies like Google,

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Amazon Web Services (AWS), and Adobe, which offer comprehensive analytics solutions. In Canada, a standard 5G cell site will require only 8-15% of the energy used by a similar 4G cell site as the wireless industry progresses to 5G in Canada. Given 5G's far higher energy efficiency, it is expected that in the next ten years, 5G will enable a thousand-fold increase in traffic while the total network's energy consumption will be half of what it is now. By 2026, the implementation of 5G will bring around 250,000 permanent full-time equivalent employment to the economy.

- Google LLC and Microsoft Corporation holds substantial market share in mobile analytics market. Google LLC owns the majority of apps in the Google Play Store and the Apple App Store, with apps like Maps, Hangouts, and YouTube. Google is developing apps to enhance consumers' experiences and build their bonds with the company.

- Google is utilizing Firebase to reinvent analytics for mobile devices. Notifications, attribution, invitations, storage, deep links, AdMob, and AdWords are all packed together to give companies and consumers the greatest insights. For example, Google Analytics and Microsoft Clarity have developed app analytics assistants for corporate leaders to uncover fascinating insights without the need for data mining.

- However, mobile analytics businesses still need to address data security problems. Due to sensitive data breaches, app analytics firms lost a large number of users and income. Some pirates break into user accounts in order to steal important information from legitimate users. These credentials are sold, and users' sensitive data is transferred using peer-to-peer file-sharing protocols or a VPN. Injection attacks, Denial of Service (DoS) assaults, and virus attacks pose data security threats by allowing access to data management software and putting data confidentiality at risk.

Mobile Analytics Market Trends

Retail Industry Holds Significant Market Share in Mobile Analytics Market

- Retail management has become an intricate process with customer satisfaction as its central theme, shifting from focusing on products. Shopper expectations are increasing, and they expect personalization at all levels, faster fulfillment options, and unified omnichannel experiences. Competitive pressures are also increasing, and the definition of commerce continues to evolve. Such factors indicate retail as a major market share in the mobile analytics market.

- Retailers are using mobile as a powerful marketing platform. The retail sector, especially e-commerce operations, is expected to be the primary demand for mobile analytics solutions. Efforts of e-commerce companies to create personalized shopping experiences are expected to draw considerable revenues to the mobile analytics market globally.

- An enormous market is available for mobile analytics providers because of the expanding global retail and e-commerce industries. The industries will continue to grow significantly with the development of internet infrastructure, creating a significant potential for local suppliers. For instance, According to the National Retail Federation, revenues from over retail outlets in the United States exceeded USD 4.86 trillion last year. Furthermore, retail industry sales are predicted to rise between 6% and 8%. Mobile analytics solutions for e-commerce and retail are increasingly popular in nations including the United States, India, China, South Korea, Taiwan, and others.

- Moreover, the retail industry has emerged as one of the dynamic industries in India, which was anticipated to reach nearly USD 1.3 trillion by 2024, according to the India Brand Equity Foundation.

- The market's vendor activity points to expanding collaborations between retailers and mobile analytics platforms to meet various emerging needs, including new customer acquisition and retention. Such long-term alliances have significantly contributed to the market under study's expansion.

- The retail industry has become more dynamic as a result of increased digitization throughout the retail industry, the growth of multi-channel operations, and the creation of retail analytics solutions. Since retail organizations must handle a massive quantity of data, such as customer purchasing habits, every encounter and data point can potentially make the retail sector more effective and successful. Retailers are investing in developing technology to improve labor procedures. The adoption of mobile analytics boosts retail revenue and customer service effectiveness.

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Asia Pacific to Witness Significant Market Growth

- The Asia Pacific mobile analytics market is expected to grow significantly in market size in mobile analytics market over the forecast period owing to the surge of smartphone device utilization and an increasing number of mobile business emails. According to a TRAI report, India's telecom subscriber base reached more than 1170.45 million in 2024.
- Additionally, the expanding Indian retail and e-commerce industry presents a sizable market for mobile analytics providers. The industries will continue to grow significantly with the improvement of the nation's internet infrastructure, creating a major potential for local suppliers. Major hubs for e-commerce and retail-driven mobile analytics solutions are emerging in cities like Delhi, Mumbai, Bangalore, and Hyderabad. According to IBEF, India's social commerce sector has the ability to develop to USD 16 to 20 billion in the year 2025, at a CAGR between 55% to 60%, while the country's e-commerce market is predicted to reach USD 111 billion by 2024, and USD 200 billion by 2026.
- As smartphones become more popular, there is an increasing need for mobile analytics services in the APAC area. Customers also employ mobile analytics for a fundamental study of mobile data traffic. The mobile analytics market is driven by the proliferation of phones and tablets, the rising need for smart cybersecurity solutions, and income from internet services.
- Companies with a large audience differentiate their offering, replicating the success of 'super-apps' seen elsewhere in Asia. For example, Gojek and Grab are offering users across South East Asia a range of features, such as ride-hailing, payment systems, food delivery, e-commerce, and publishing, and their business model is one that is catching on in the Indian market. For instance, Truecaller - an app that allows its 140 million daily active users to screen calls from strangers and bots - plans to implement a credit loaning system. Users based in India can also use the app to record calls, send messages, and complete payments.
- Furthermore, most of India's digital ad spend was mobile-focused before the coronavirus pandemic, and this global event has acted as a catalyst for this trend. Between 45-55% of organizations' digital advertising budgets are spent on mobile, which is anticipated to increase to more than 65% in the last year. As per Exchange4Media, ad budgets invest heavily in rich media, social media marketing, and paid search. Such trends are expected to drive further the growth of the market studied.

Mobile Analytics Industry Overview

The Mobile Analytics Market is dominated by a few giants, like OpenText Corporation, Facebook Inc., Google LLC, Microsoft Corporation, and Contentsquare SaaS, which occupy most of the market share. They are emphasizing R&D activities related to mobile analytics. Overall, the market is semi-consolidated.

The growing demand for real-time insights enables businesses to respond quickly to changing trends in customer habits and market conditions. Personalization efforts are driving the adoption of mobile analytics to enhance customer experiences and improve marketing effectiveness. These drivers collectively contribute to the robust growth of the mobile analytics market as businesses seek to leverage mobile data for strategic decision-making and competitive advantage.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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