

Mobile Application Development Platform Market is estimated to grow with a significant CAGR of 26.0% during the forecast period

Mobile Application Development Platform Market size was valued at USD 8,828.63 Million in 2020 and expected to expand to USD 87153.5 Million at a compound annual growth rate (CAGR) of 26.0%. The mobile application development platform is a custom-built technology that allows users to create, test, and launch business and consumer applications. Mobile technology is increasingly being used by businesses to better manage their operational and business processes, necessitating the creation of mobile application development platforms. The mobile application development platform's key qualities are user comfort, functions, features, and a positive user experience. A key disadvantage of the mobile application development platform is its limited flexibility and functionalities.

The report " Global Mobile Application Development Platform Market, By Deployment Type (Cloud and On-premises), By Application (Network Security, Web Security, Email Security, Database and Cloud Security, and Others), By Organization Size (Small and Medium Scale, and Large Scale), By Vertical (Banking, Financial Services, and Insurance, Aerospace and Defense, Healthcare, Public Sector, IT and Telecom, Retail, and Other), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030"

Key Highlights:

- In 2021, Ericsson announced the release of its Intelligent Automation Platform, an open service management and orchestration tool that can intelligently automate any mobile network.

Analyst View:

The mobile application development platform market is driven by the increasing usage of mobile devices by enterprises, the growing use of the bring your own device (BYOD) trend, the demand for better commercial mobile devices, and the deployment of cloud technology. In addition, the demand for mobile application development automation and shorter development times is propelling the industry forward. The market's growth is being stifled by rising costs of mobile application development platform solutions, technical hurdles in application development, and growing security concerns.

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Key Market Insights from the report:

Global Mobile Application Development Platform Market size was valued at USD 8,828.63 Million in 2020 and expected to expand to USD 87153.5 Million at a compound annual growth rate (CAGR) of 26.0%. The global mobile application development platform market report segments the market on the basis of deployment type, application, organization size, vertical, and region.

- Based on Deployment Type, Global Mobile Application Development Platform Market is segmented into Cloud and On-premises.
- Based on Application, Global Mobile Application Development Platform Market is segmented into Network Security, Web Security, Email Security, Database and Cloud Security, and Others.

- Based on Organization Size, Global Mobile Application Development Platform Market is segmented into Small and Medium Scale, and Large Scale.
- Based on Vertical, Global Mobile Application Development Platform Market is segmented into Banking, Financial Services, and Insurance, Aerospace and Defense, Healthcare, Public Sector, IT and Telecom, Retail, and Other.
- By Region, the Global Mobile Application Development Platform Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

Competitive Landscape & their strategies of Global Mobile Application Development Platform Market:

Key players in the global mobile application development platform market includes, SAP AG, IBM Corporation, Oracle Corporation, Kony Inc., Microsoft Corporation, Verivo Software Inc., Salesforce.com Inc., Appcelerator Inc., MicroStrategy Incorporated, and Hewlett Packard Enterprise Company.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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