Cloud/Mobile Backend as a Service (BaaS) Market by Service Type (Data and Application Integration, Identity and Access Management, Usage Analytics, Professional Service, and Support and Maintenance Service) - Global Forecast to 2020

Description: “The increasing adoption of smartphones is a major factor driving the growth of the Backend as a Service (BaaS) market”

The market size is estimated to grow from USD 1.32 billion in 2015 to USD 28.10 billion by 2020, at an estimated Compound Annual Growth Rate (CAGR) of 84.2%. The BaaS market is driven by factors such as increased adoption of cloud-based applications and smart phones, and demand for rapid deployment and development.

“Data and application integration service segment to gain maximum traction during the forecast period”

The data integration service type comprises enterprise integration services, data and file storage, and SaaS integrations. The data is stored on cloud in an encrypted form for security concerns. This service type enables the IT staff to connect the enterprise systems through single data and identity microservices. The data integration services type also manages the data as it includes hosting services where users can store, alter, update, delete, and upload any type of content. The key players offering data integration services types are Applicasa, AnyPresence, CloudMine, and others.

“Support, training, and maintenance services to have high growth rate during the forecast period”

Online support, live chat, other real-time support options, and community portals are established where clients can exchange ideas with people of other organizations. Support, training and maintenance services segment provides customer-support abilities to the industry verticals in case of security threats and privacy breaches. Companies actively provide online training resources such as user guides, blog articles, white papers, video instructions, and forums to their clients.

“Asia-Pacific (APAC) is expected to grow at a high CAGR among regions during the forecast period”

APAC is an emerging market and is expected to grow at the highest CAGR in the regional segment during the forecast period. This is due to the tremendous opportunities that exist in the APAC countries such as China, Japan, Australia, and others. North America is expected to have the largest market share compared with other regions across the globe. One of the factors contributing to the growth of the market in North America is the presence of major BaaS companies in the region.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key people.

Break-up of profile of primary participants is as follows:

- By Company Type: Tier 1 (45%), Tier 2 (35%) and Tier 3 (20%)
- By Designation: C-level (35%), Director level (25%) and other executives (40%)
- By Region: North America (45%), Europe (30%), Asia-Pacific (APAC) (20%), and RoW (5%).

The growth of mobile applications and increase in mobile game developers, and high adoption rate in the SMEs offers BaaS vendors tremendous opportunities in the next five years. As this model provides optimum usage of resources, the SMEs are utilizing its benefits as they only have to pay for the services procured. Moreover, due to the lack of advanced IT skills and infrastructure among SMEs, they prefer to adopt pay-as-you-go pricing model for reducing costs.

The major BaaS companies profiled in the report are as follows:

1. Microsoft
The report will help the market leaders/new entrants in the BaaS market in the following ways:

1. This report segments the BaaS market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub-segments across different end users and regions.

2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes new product launches, partnerships, agreements, collaborations, and mergers and acquisitions.

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