

# Global Mobile Application Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

<https://marketpublishers.com/r/GE403B56B0DEEN.html>

Date: November 2019

Pages: 106

Price: US\$ 3,449.00 (Single User License)

ID: GE403B56B0DEEN

## Abstracts

The Global Mobile Application Market is expected to grow from USD 117,973.46 Million in 2018 to USD 183,921.56 Million by the end of 2025 at a Compound Annual Growth Rate (CAGR) of 6.54%.

The positioning of the Global Mobile Application Market vendors in FPNV Positioning Matrix are determined by Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) and placed into four quadrants (F: Forefront, P: Pathfinders, N: Niche, and V: Vital).

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Mobile Application Market including are Apple, Inc., BlackBerry Ltd., BM Corporation, Fueled, Google, Inc., Microsoft Corporation, Adept Business Solutions, AppInventiv Technologies, Burgan National Information Systems Co., Droids On Roids, Experion Technologies, Konstant Infosolutions, LeewayHertz, Small Planet Digital, and Verbat Technologies.

On the basis of Market Platform, the Global Mobile Application Market is studied across Apple App Store, Google Play Store, and Other Marketplaces.

On the basis of Operating System, the Global Mobile Application Market is studied across Android, Windows, and iOS.

On the basis of Application, the Global Mobile Application Market is studied across Education & Learning, Entertainment & Music, Gaming, Health & Fitness, Retail & E-

Commerce, and Travel & Hospitality.

For the detailed coverage of the study, the market has been geographically divided into the Americas, Asia-Pacific, and Europe, Middle East & Africa. The report provides details of qualitative and quantitative insights about the major countries in the region and taps the major regional developments in detail.

In the report, we have covered two proprietary models, the FPNV Positioning Matrix and Competitive Strategic Window. The FPNV Positioning Matrix analyses the competitive market place for the players in terms of product satisfaction and business strategy they adopt to sustain in the market. The Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisitions strategies, geography expansion, research & development, new product introduction strategies to execute further business expansion and growth.

Research Methodology:

Our market forecasting is based on a market model derived from market connectivity, dynamics, and identified influential factors around which assumptions about the market are made. These assumptions are enlightened by fact-bases, put by primary and secondary research instruments, regressive analysis and an extensive connect with industry people. Market forecasting derived from in-depth understanding attained from future market spending patterns provides quantified insight to support your decision-making process. The interview is recorded, and the information gathered is put on the drawing board with the information collected through secondary research.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on sulfuric acid offered by the key players in the Global Mobile Application Market
2. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments in the Global Mobile Application Market
3. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets for the Global Mobile Application Market
4. Market Diversification: Provides detailed information about new products launches, untapped geographies, recent developments, and investments in the Global Mobile

## Application Market

5. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the Global Mobile Application Market

The report answers questions such as:

1. What is the market size of Mobile Application market in the Global?
2. What are the factors that affect the growth in the Global Mobile Application Market over the forecast period?
3. What is the competitive position in the Global Mobile Application Market?
4. Which are the best product areas to be invested in over the forecast period in the Global Mobile Application Market?
5. What are the opportunities in the Global Mobile Application Market?
6. What are the modes of entering the Global Mobile Application Market?

## Contents

### 1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Stakeholders

### 2. RESEARCH & FORECASTING

- 2.1. Research Methodology
  - 2.1.1. Research Process
  - 2.1.2. Research Framework
  - 2.1.3. Research Reliability & Validity
  - 2.1.4. Research Assumptions
- 2.2. Forecasting Methodology
- 2.3. Research Outcome
  - 2.3.1. 360iResearch Competitive Strategic Window
    - 2.3.1.1. Leverage Zone
    - 2.3.1.2. Vantage Zone
    - 2.3.1.3. Speculative Zone
    - 2.3.1.4. Bottleneck Zone
  - 2.3.2. 360iResearch FPNV Positioning Matrix
    - 2.3.2.1. 360iResearch Quadrants
      - 2.3.2.1.1. Forefront
      - 2.3.2.1.2. Pathfinders
      - 2.3.2.1.3. Niche
      - 2.3.2.1.4. Vital
    - 2.3.2.2. Business Strategy
      - 2.3.2.2.1. Business Growth
      - 2.3.2.2.2. Industry Coverage
      - 2.3.2.2.3. Financial Viability
      - 2.3.2.2.4. Channel Support
    - 2.3.2.3. Product Satisfaction
      - 2.3.2.3.1. Value for Money
      - 2.3.2.3.2. Ease of Use

- 2.3.2.3.3. Product Features
- 2.3.2.3.4. Customer Support

### **3. EXECUTIVE SUMMARY**

- 3.1. Outlook in the Mobile Application Market
- 3.2. Opportunities in the Mobile Application Market

### **4. PREMIUM INSIGHT**

- 4.1. Market Connectivity
- 4.2. Market Dynamics
  - 4.2.1. Drivers
  - 4.2.2. Restraints
  - 4.2.3. Opportunities
  - 4.2.4. Challenges
- 4.3. Porter's Five Forces Analysis
  - 4.3.1. Threat of New Entrants
  - 4.3.2. Threat of Substitutes
  - 4.3.3. Bargaining Power of Customers
  - 4.3.4. Bargaining Power of Suppliers
  - 4.3.5. Industry Rivalry
- 4.4. Industry Trends

### **5. GLOBAL MOBILE APPLICATION MARKET, BY MARKET PLATFORM**

- 5.1. Overview
- 5.2. Market Sizing & Forecasting
- 5.3. Apple App Store
- 5.4. Google Play Store
- 5.5. Other Marketplaces

### **6. GLOBAL MOBILE APPLICATION MARKET, BY OPERATING SYSTEM**

- 6.1. Overview
- 6.2. Market Sizing & Forecasting
- 6.3. Android
- 6.4. Windows
- 6.5. iOS

## **7. GLOBAL MOBILE APPLICATION MARKET, BY APPLICATION**

- 7.1. Overview
- 7.2. Market Sizing & Forecasting
- 7.3. Education & Learning
- 7.4. Entertainment & Music
- 7.5. Gaming
- 7.6. Health & Fitness
- 7.7. Retail & E-Commerce
- 7.8. Travel & Hospitality

## **8. GLOBAL MOBILE APPLICATION MARKET, BY GEOGRAPHY**

- 8.1. Overview
- 8.2. Market Sizing & Forecasting
- 8.3. Americas
  - 8.3.1. Overview
  - 8.3.2. Market Sizing & Forecasting
  - 8.3.3. Argentina
  - 8.3.4. Brazil
  - 8.3.5. Canada
  - 8.3.6. Mexico
  - 8.3.7. United States
- 8.4. Asia-Pacific
  - 8.4.1. Overview
  - 8.4.2. Market Sizing & Forecasting
  - 8.4.3. Australia
  - 8.4.4. China
  - 8.4.5. India
  - 8.4.6. Japan
- 8.5. Europe, Middle East & Africa
  - 8.5.1. Overview
  - 8.5.2. Market Sizing & Forecasting
  - 8.5.3. France
  - 8.5.4. Germany
  - 8.5.5. Italy
  - 8.5.6. Spain
  - 8.5.7. United Kingdom

## **9. COMPETITIVE LANDSCAPE**

9.1. 360iResearch FPNV Positioning Matrix for Global Mobile Application Market

9.2. Market Vendor Ranking Analysis for Global Mobile Application Market

9.3. Competitive News Feed Analysis for Global Mobile Application Market

## **10. COMPANY USABILITY PROFILES**

10.1. Apple, Inc.

10.1.1. Overview

10.1.2. Strategy

10.1.3. SWOT

10.2. BM Corporation

10.2.1. Overview

10.2.2. Strategy

10.2.3. SWOT

10.3. BlackBerry Ltd.

10.3.1. Overview

10.3.2. Strategy

10.3.3. SWOT

10.4. Fueled

10.4.1. Overview

10.4.2. Strategy

10.4.3. SWOT

10.5. Google, Inc.

10.5.1. Overview

10.5.2. Strategy

10.5.3. SWOT

10.6. Microsoft Corporation

10.6.1. Overview

10.6.2. Strategy

10.6.3. SWOT

10.7. Adept Business Solutions

10.8. Applinventiv Technologies

10.9. Burgan National Information Systems Co.

10.10. Droids On Roids

10.11. Experion Technologies

10.12. Konstant Infosolutions

- 10.13. LeewayHertz
- 10.14. Small Planet Digital
- 10.15. Verbat Technologies

## **11. APPENDIX**

### 11.1. Discussion Guide

### 11.2. Top Reports

11.2.1. Global Crane Rental Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

11.2.2. Global Computer Vision Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

11.2.3. Global Payment Gateway Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

11.2.4. Global B2B Travel Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

11.2.5. Global Varicose Vein Treatment Devices Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

### 11.3. Author Details



## I would like to order

Product name: Global Mobile Application Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

Product link: <https://marketpublishers.com/r/GE403B56B0DEEN.html>

Price: US\$ 3,449.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE403B56B0DEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

