

# **Mobile Application Market by Marketplace (Apple iOS Store, Google Play Store, and Other Marketplaces), App Category (Gaming, Entertainment & Music, Health & Fitness, Travel & Hospitality, Retail & E-Commerce, Education & Learning and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

Mobile application refers to an application software that is designed to operate on a mobile device such as smartphones, tablets, and laptops. Mobile apps function similar to the programs installed on PCs. These apps are popular owing to their ease of use and quick accessibility. The apps for smartphones or mobile devices are available on some of the popular marketplaces such as, Apple App Store, Google Play store, and some other marketplaces such as Microsoft Windows Store, Amazon App store, Huawei AppGallery, and others.

Increase in the adoption of variable devices and rise in customer base for the e-commerce industry are the major factors driving the growth of the market. In addition, continuous growth in enterprise apps, increased focus on apps specifically used for health & fitness as well as high downloads and in app purchases for gaming apps fuel the growth of the market. However, lack of high-speed connectivity in developing & undeveloped regions and uncertainty of enterprises in developing their own applications are expected to impede the market growth. Furthermore, growth in investment in digitization and increase in adoption of internet of things technology and mobile connected smart objects are expected to present major opportunities for the expansion of the market in future.

The global mobile application market is segmented based on marketplace, app

category, and region. Based on marketplace, it is classified into apple iOS store, google play store, and other marketplaces (Microsoft, Huawei, and others). Based on app category, the market is categorized into gaming, entertainment & music, health & fitness, travel & hospitality, retail & e-commerce, education & learning and others (navigation, utilities, and news). Region wise, it is analysed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyses the profiles of key players operating in the market Apple Inc., CA Technologies, Cognizant, China Mobile Ltd, Hewlett Packard Enterprise, Intellectsoft, Google LLC, International Business Machines Corporation, Microsoft Corporation, and Verbat Technologies. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

#### Key benefits for stakeholders

The study provides an in-depth analysis of the global mobile application market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global mobile application market for the period 2019–2026 is provided to determine the market potential.

#### Key market segments

##### By Marketplace

Apple iOS Store

Google Play Store

Other Marketplaces (Microsoft)

## By App Category

Gaming

Music & Entertainment

Health & Fitness

Travel & Hospitality

Retail & e-Commerce

Education & Learning

Others (Navigation, Utilities, and News)

## By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Apple Inc.

CA Technologies

Cognizant

China Mobile Ltd

Hewlett Packard Enterprise

Intellectsoft

Google LLC

International Business Machines Corporation

Microsoft Corporation

## Verbat Technologies

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
  - 1.4.1. Secondary Research
  - 1.4.2. Primary Research
  - 1.4.3. Analyst Tools & Models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Cxo Perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Key Findings
  - 3.2.1. Top Impacting Factors
  - 3.2.2. Top Investment Pockets
- 3.3. Porter'S Five Forces Analysis
- 3.4. Market Dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Increase In Data Usage & Internet Penetration
    - 3.4.1.2. Surge In Adoption Of Wearable Devices
    - 3.4.1.3. Rise In Smartphone Users
  - 3.4.2. Restraints
    - 3.4.2.1. Lack Of High-Speed Connectivity In Developing & Underdeveloped Regions
    - 3.4.2.2. Uncertainty Of Enterprises In Developing Their Own Applications
  - 3.4.3. Opportunities
    - 3.4.3.1. Rise In Adoption Of Internet Of Things And Mobile-Connected Smart Objects
    - 3.4.3.2. Growth In Usage Of Machine Learning And Artificial Intelligence In Mobile Apps

### CHAPTER 4: GLOBAL MOBILE APPLICATION MARKET, BY MARKETPLACE

- 4.1. Overview

*Mobile Application Market by Marketplace (Apple iOS Store, Google Play Store, and Other Marketplaces), App Cat...*

## 4.2. Google Play Store

4.2.1. Key Market Trends, Growth Factors, And Opportunities

4.2.2. Market Size And Forecast, By Region

4.2.3. Market Analysis By Country

## 4.3. Apple App Store

4.3.1. Key Market Trends, Growth Factors, And Opportunities

4.3.2. Market Size And Forecast, By Region

4.3.3. Market Analysis By Country

## 4.4. Other

4.4.1. Key Market Trends, Growth Factors, And Opportunities

4.4.2. Market Size And Forecast, By Region

4.4.3. Market Analysis By Country

# **CHAPTER 5: GLOBAL MOBILE APPLICATION MARKET, BY APP CATEGORY**

## 5.1. Overview

## 5.2. Gaming

5.2.1. Key Market Trends, Growth Factors, And Opportunities

5.2.2. Market Size And Forecast, By Region

5.2.3. Market Analysis By Country

## 5.3. Entertainment & Music

5.3.1. Key Market Trends, Growth Factors, And Opportunities

5.3.2. Market Size And Forecast, By Region

5.3.3. Market Analysis By Country

## 5.4. Health & Fitness

5.4.1. Key Market Trends, Growth Factors, And Opportunities

5.4.2. Market Size And Forecast, By Region

5.4.3. Market Analysis By Country

## 5.5. Travel & Hospitality

5.5.1. Key Market Trends, Growth Factors, And Opportunities

5.5.2. Market Size And Forecast, By Region

5.5.3. Market Analysis By Country

## 5.6. E-Commerce & Retail

5.6.1. Key Market Trends, Growth Factors, And Opportunities

5.6.2. Market Size And Forecast, By Region

5.6.3. Market Analysis By Country

## 5.7. Education & Learning

5.7.1. Key Market Trends, Growth Factors, And Opportunities

5.7.2. Market Size And Forecast, By Region

### 5.7.3. Market Analysis By Country

## 5.8. Others

### 5.8.1. Key Market Trends, Growth Factors, And Opportunities

### 5.8.2. Market Size And Forecast, By Region

### 5.8.3. Market Analysis By Country

## **CHAPTER 6: MOBILE APPLICATION MARKET, BY REGION**

### 6.1. Overview

### 6.2. North America

#### 6.2.1. Key Market Trends, Growth Factors, And Opportunities

#### 6.2.2. Market Size And Forecast, By Marketplace

#### 6.2.3. Market Size And Forecast, By App Category

#### 6.2.4. Market Size And Forecast, By Country

##### 6.2.4.1. U.S.

##### 6.2.4.1.1. Market Size And Forecast, By Marketplace

##### 6.2.4.1.2. Market Size And Forecast, By App Category Size

##### 6.2.4.2. Canada

##### 6.2.4.2.1. Market Size And Forecast, By Marketplace

##### 6.2.4.2.2. Market Size And Forecast, By App Category Size

### 6.3. Europe

#### 6.3.1. Key Market Trends, Growth Factors, And Opportunities

#### 6.3.2. Market Size And Forecast, By Marketplace

#### 6.3.3. Market Size And Forecast, By App Category Size

#### 6.3.4. Market Size And Forecast, By Country

##### 6.3.4.1. Uk

##### 6.3.4.1.1. Market Size And Forecast, By Marketplace

##### 6.3.4.1.2. Market Size And Forecast, By App Category Size

##### 6.3.4.2. Germany

##### 6.3.4.2.1. Market Size And Forecast, By Marketplace

##### 6.3.4.2.2. Market Size And Forecast, By App Category Size

##### 6.3.4.3. France

##### 6.3.4.3.1. Market Size And Forecast, By Marketplace

##### 6.3.4.3.2. Market Size And Forecast, By App Category Size

##### 6.3.4.4. Italy

##### 6.3.4.4.1. Market Size And Forecast, By Marketplace

##### 6.3.4.4.2. Market Size And Forecast, By App Category Size

##### 6.3.4.5. Rest Of Europe

##### 6.3.4.5.1. Market Size And Forecast, By Marketplace



#### 6.3.4.5.2. Market Size And Forecast, By App Category Size

### 6.4. Asia-Pacific

#### 6.4.1. Key Market Trends, Growth Factors, And Opportunities

#### 6.4.2. Market Size And Forecast, By Marketplace

#### 6.4.3. Market Size And Forecast, By App Category Size

#### 6.4.4. Market Size And Forecast, By Country

##### 6.4.4.1. China

##### 6.4.4.1.1. Market Size And Forecast, By Marketplace

##### 6.4.4.1.2. Market Size And Forecast, By App Category Size

##### 6.4.4.2. India

##### 6.4.4.2.1. Market Size And Forecast, By Marketplace

##### 6.4.4.2.2. Market Size And Forecast, By App Category Size

##### 6.4.4.3. Japan

##### 6.4.4.3.1. Market Size And Forecast, By Marketplace

##### 6.4.4.3.2. Market Size And Forecast, By App Category Size

##### 6.4.4.4. South Korea

##### 6.4.4.4.1. Market Size And Forecast, By Marketplace

##### 6.4.4.4.2. Market Size And Forecast, By App Category Size

##### 6.4.4.5. Rest Of Asia-Pacific

##### 6.4.4.5.1. Market Size And Forecast, By Marketplace

##### 6.4.4.5.2. Market Size And Forecast, By App Category Size

### 6.5. Lamea

#### 6.5.1. Key Market Trends, Growth Factors And Opportunities

#### 6.5.2. Market Size And Forecast, By Marketplace

#### 6.5.3. Market Size And Forecast, By App Category Size

#### 6.5.4. Market Size And Forecast, By Country

##### 6.5.4.1. Latin America

##### 6.5.4.1.1. Market Size And Forecast, By Marketplace

##### 6.5.4.1.2. Market Size And Forecast, By App Category Size

##### 6.5.4.2. Middle East

##### 6.5.4.2.1. Market Size And Forecast, By Marketplace

##### 6.5.4.2.2. Market Size And Forecast, By App Category Size

##### 6.5.4.3. Africa

##### 6.5.4.3.1. Market Size And Forecast, By Marketplace

##### 6.5.4.3.2. Market Size And Forecast, By App Category Size

## CHAPTER 7: COMPETITIVE LANDSCAPE

### 7.1. Market Player Positioning, 2018

- 7.2. Top Winning Strategies
- 7.3. Competitive Dashboard
- 7.4. Key Developments
  - 7.4.1. New Product Launches
  - 7.4.2. Partnership
  - 7.4.3. Collaboration
  - 7.4.4. Acquisition

## **CHAPTER 8: COMPANY PROFILE**

- 8.1. Apple Inc.
  - 8.1.1. Company Overview
  - 8.1.2. Key Executives
  - 8.1.3. Company Snapshot
  - 8.1.4. Product Portfolio
  - 8.1.5. R&D Expenditure
  - 8.1.6. Business Performance
  - 8.1.7. Key Strategic Moves And Developments
- 8.2. Ca Technologies
  - 8.2.1. Company Overview
  - 8.2.2. Key Executives
  - 8.2.3. Company Snapshot
  - 8.2.4. Operating Business Segments
  - 8.2.5. Product Portfolio
  - 8.2.6. R&D Expenditure
  - 8.2.7. Business Performance
- 8.3. China Mobile Limited
  - 8.3.1. Company Overview
  - 8.3.2. Key Executives
  - 8.3.3. Company Snapshot
  - 8.3.4. Product Portfolio
  - 8.3.5. Business Performance
  - 8.3.6. Key Strategic Moves And Developments
- 8.4. Cognizant
  - 8.4.1. Company Overview
  - 8.4.2. Key Executives
  - 8.4.3. Company Snapshot
  - 8.4.4. Operating Business Segments
  - 8.4.5. Product Portfolio

- 8.4.6. Business Performance
- 8.4.7. Key Strategic Moves And Developments
- 8.5. Google Llc
  - 8.5.1. Company Overview
  - 8.5.2. Key Executives
  - 8.5.3. Company Snapshot
  - 8.5.4. Product Portfolio
  - 8.5.5. R&D Expenditure
  - 8.5.6. Business Performance
  - 8.5.7. Key Strategic Moves And Developments
- 8.6. Hewlett Packard Enterprise Development Lp
  - 8.6.1. Company Overview
  - 8.6.2. Key Executives
  - 8.6.3. Company Snapshot
  - 8.6.4. Operating Business Segments
  - 8.6.5. Product Portfolio
  - 8.6.6. R&D Expenditure
  - 8.6.7. Business Performance
  - 8.6.8. Key Strategic Moves And Developments
- 8.7. Intellectsoft
  - 8.7.1. Company Overview
  - 8.7.2. Key Executives
  - 8.7.3. Company Snapshot
  - 8.7.4. Product Portfolio
  - 8.7.5. Key Strategic Moves And Developments
- 8.8. International Business Machines Corporation
  - 8.8.1. Company Overview
  - 8.8.2. Key Executives
  - 8.8.3. Company Snapshot
  - 8.8.4. Operating Business Segments
  - 8.8.5. Product Portfolio
  - 8.8.6. R&D Expenditure
  - 8.8.7. Business Performance
  - 8.8.8. Key Strategic Moves And Developments
- 8.9. Microsoft Corporation
  - 8.9.1. Company Overview
  - 8.9.2. Key Executives
  - 8.9.3. Company Snapshot
  - 8.9.4. Operating Business Segments

8.9.5. Product Portfolio

8.9.6. R&D Expenditure

8.9.7. Business Performance

8.9.8. Key Strategic Moves And Developments

8.10. Verbat Technologies

8.10.1. Company Overview

8.10.2. Key Executives

8.10.3. Company Snapshot

8.10.4. Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 01. Global Mobile Application Market Revenue, By Marketplace, 2018–2026 (\$Billion)

Table 02. Global Mobile Application Market Revenue For Play Store, By Region, 2018–2026 (\$Billion)

Table 03. Global Mobile Application Market Revenue For Apple App Store, By Region, 2018–2026 (\$Billion)

Table 04. Global Mobile Application Market Revenue For Others, By Region, 2018–2026 (\$Billion)

Table 05. Global Mobile Application Market Revenue, By App Category, 2018–2026 (\$Billion)

Table 06. Global Mobile Application Market Revenue For Gaming, By Region, 2018–2026 (\$Billion)

Table 07. Global Mobile Application Market Revenue For Entertainment & Music , By Region, 2018–2026 (\$Billion)

Table 08. Global Mobile Application Market Revenue For Health & Fitness, By Region, 2018–2026 (\$Billion)

Table 09. Global Mobile Application Market Revenue For Travel & Hospitality, By Region, 2018–2026 (\$Billion)

Table 10. Global Mobile Application Market Revenue For E-Commerce & Retail, By Region, 2018–2026 (\$Billion)

Table 11. Global Mobile Application Market Revenue For Education & Learning, By Region, 2018–2026 (\$Billion)

Table 12. Global Mobile Application Market Revenue For Others, By Region, 2018–2026 (\$Billion)

Table 13. Mobile Application Market Revenue, By Region, 2018–2026 (\$Billion)

Table 14. North America Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 15. North America Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 16. North America Mobile Application Market, By Country, 2018–2026 (\$Billion)

Table 17. U.S. Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 18. U.S. Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 19. Canada Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 20. Canada Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 21. Europe Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 22. Europe Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 23. Europe Mobile Application Market, By Country, 2018–2026 (\$Billion)

Table 24. Uk Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 25. Uk Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 26. Germany Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 27. Germany Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 28. France Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 29. France Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 30. Italy Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 31. Italy Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 32. Rest of Europe Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 33. Rest of Europe Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 34. Asia-Pacific Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 35. Europe Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 36. Europe Mobile Application Market, By Country, 2018–2026 (\$Billion)

Table 37. China Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 38. China Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 39. India Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 40. India Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 41. Japan Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 42. Japan Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 43. South Korea Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 44. South Korea Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 45. Rest of Asia-Pacific Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 46. Rest of Asia-Pacific Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 47. Lamea Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 48. Europe Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 49. Lamea Mobile Application Market, By Country, 2018–2026 (\$Billion)

Table 50. Latin America Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 51. Latin America Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 52. Middle East Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 53. Middle East Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 54. Africa Mobile Application Market, By Marketplace, 2018–2026 (\$Billion)

Table 55. Africa Mobile Application Market, By App Category Size, 2018–2026 (\$Billion)

Table 56. Key New Product Launches (2016-2019)

Table 57. Partnership (2016-2019)

Table 58. Collaboration (2016-2019)

Table 59. Ac (2016-2019)

Table 60. Apple Inc.: Key Executives

Table 61. Apple Inc.: Company Snapshot

Table 62. Apple Inc.: Product Portfolio

Table 63. Broadcom Inc.: Key Executives

Table 64. Broadcom Inc.: Company Snapshot

Table 65. Broadcom Inc.: Operating Segments

Table 66. Broadcom Inc.: Product Portfolio

Table 67. China Mobile Limited: Key Executives

Table 68. China Mobile Limited: Company Snapshot

Table 69. China Mobile Limited: Product Portfolio

Table 70. Cognizant: Key Executives

Table 71. Cognizant: Company Snapshot

Table 72. Cognizant: Operating Segments

Table 73. Cognizant: Product Portfolio

Table 74. Google LLC: Key Executives

Table 75. Google Inc.: Company Snapshot

Table 76. Google LLC: Product Portfolio

Table 77. Hewlett Packard Enterprise Development Lp: Key Executives

Table 78. Hewlett Packard Enterprise Development Lp: Company Snapshot

Table 79. Hewlett Packard Enterprise Development Lp: Operating Segments

Table 80. Hewlett Packard Enterprise Development Lp: Product Portfolio

Table 81. Intellectsoft: Key Executives

Table 82. Intellectsoft: Company Snapshot

Table 83. Intellectsoft: Product Portfolio

Table 84. International Business Machines Corporation: Key Executives

Table 85. International Business Machines Corporation: Company Snapshot



Table 86. International Business Machines Corporation: Operating Segments

Table 87. International Business Machines Corporation: Product Portfolio

Table 88. Microsoft Corporation: Key Executives

Table 89. Microsoft Corporation: Company Snapshot

Table 90. Microsoft Corporation: Operating Segments

Table 91. Microsoft Corporation: Product Portfolio

Table 92. Verbat Technologies: Key Executives

Table 93. Verbat Technologies: Company Snapshot

Table 94. Verbat Technologies: Product Portfolio



## List Of Figures

### LIST OF FIGURES

- Figure 01. Global Mobile Application Market, 2018–2026
- Figure 02. Mobile Application Market, By Region, 2018–2026
- Figure 03. Global Mobile Application Market: Key Players
- Figure 04. Global Mobile Application Market Segmentation
- Figure 05. Mobile Application Market: Top Impacting Factor
- Figure 06. Mobile Application Market: Top Investment Pockets
- Figure 07. Low-To-High Bargaining Power of Supplier
- Figure 08. Low-To-High Bargaining Power of Buyer
- Figure 09. Low-To-Moderate Threat of Substitutes
- Figure 10. Moderate-To-High Threat of New Entrants
- Figure 11. Low-To-High Competitive Rivalry
- Figure 12. Drivers, Restraints, And Opportunities
- Figure 13. Global Mobile Application Market, By Marketplace, 2018-2026
- Figure 14. Comparative Share Analysis of Mobile Application Market For Play Store, By Country, 2018 & 2026 (%)
- Figure 15. Comparative Share Analysis of Mobile Application Market For Apple App Store, By Country, 2018 & 2026 (%)
- Figure 16. Comparative Share Analysis of Mobile Application Market For Others, By Country, 2018 & 2026 (%)
- Figure 17. Global Mobile Application Market, By App Category, 2018-2026
- Figure 18. Comparative Share Analysis of Mobile Application Market For Gaming, By Country, 2018 & 2026 (%)
- Figure 19. Comparative Share Analysis of Mobile Application Market For Entertainment & Music, By Country, 2018 & 2026 (%)
- Figure 20. Comparative Share Analysis of Mobile Application Market For Health & Fitness, By Country, 2018 & 2026 (%)
- Figure 21. Comparative Share Analysis of Mobile Application Market For Travel & Hospitality, By Country, 2018 & 2026 (%)
- Figure 22. Comparative Share Analysis of Mobile Application Market For E-Commerce & Retail, By Country, 2018 & 2026 (%)
- Figure 23. Comparative Share Analysis of Mobile Application Market For Education & Learning, By Country, 2018 & 2026 (%)
- Figure 24. Comparative Share Analysis of Mobile Application Market For Others, By Country, 2018 & 2026 (%)
- Figure 25. U.S. Mobile Application Market, 2018–2026 (\$Billion)

- Figure 26. Canada Mobile Application Market, 2018–2026 (\$Billion)
- Figure 27. Uk Mobile Application Market, 2018–2026 (\$Billion)
- Figure 28. Germany Mobile Application Market, 2018–2026 (\$Billion)
- Figure 29. France Mobile Application Market, 2018–2026 (\$Billion)
- Figure 30. Italy Mobile Application Market, 2018–2026 (\$Billion)
- Figure 31. Rest of Europe Mobile Application Market, 2018–2026 (\$Billion)
- Figure 32. China Mobile Application Market, 2018–2026 (\$Billion)
- Figure 33. India Mobile Application Market, 2018–2026 (\$Billion)
- Figure 34. Japan Mobile Application Market, 2018–2026 (\$Billion)
- Figure 35. South Korea Mobile Application Market, 2018–2026 (\$Billion)
- Figure 36. Rest of Asia-Pacific Mobile Application Market, 2018–2026 (\$Billion)
- Figure 37. Latin America Mobile Application Market, 2018–2026 (\$Billion)
- Figure 38. Middle East Mobile Application Market, 2018–2026 (\$Billion)
- Figure 39. Africa Mobile Application Market, 2018–2026 (\$Billion)
- Figure 40. Key Players Positioning
- Figure 41. Top Winning Strategies, By Year, 2016-2019
- Figure 42. Top Winning Strategies, By Development, 2016-2019
- Figure 43. Top Winning Strategies, By Company, 2016-2019
- Figure 44. Competitive Dashboard
- Figure 45. Competitive Dashboard
- Figure 46. Competitive Heatmap of Key Players
- Figure 47. R&D Expenditure, 2016–2018 (\$Million)
- Figure 48. Apple Inc.: Revenue, 2016–2018 (\$Million)
- Figure 49. Apple Inc.: Revenue Share By Region, 2018 (%)
- Figure 50. R&D Expenditure, 2016–2018 (\$Million)
- Figure 51. Broadcom Inc.: Revenue, 2016–2018 (\$Million)
- Figure 52. Broadcom Inc.: Revenue Share By Segment, 2018 (%)
- Figure 53. Broadcom Inc.: Revenue Share By Region, 2018 (%)
- Figure 54. China Mobile Limited: Revenue, 2016–2018 (\$Million)
- Figure 55. Cognizant: Revenue, 2016–2018 (\$Million)
- Figure 56. Cognizant: Revenue Share By Segment, 2018 (%)
- Figure 57. Cognizant: Revenue Share By Region, 2018 (%)
- Figure 58. R&D Expenditure, 2016–2018 (\$Million)
- Figure 59. Alphabet Inc.: Revenue, 2016–2018 (\$Million)
- Figure 60. Alphabet Inc.: Revenue Share By Region, 2018 (%)
- Figure 61. R&D Expenditure, 2016–2018 (\$Million)
- Figure 62. Hewlett Packard Enterprise Development Lp: Revenue, 2016–2018 (\$Million)
- Figure 63. Hewlett Packard Enterprise Development Lp: Revenue Share By Segment, 2018 (%)

Figure 64. R&D Expenditure, 2016–2018 (\$Million)

Figure 65. International Business Machines Corporation: Revenue, 2016–2018 (\$Million)

Figure 66. International Business Machines Corporation: Revenue Share By Segment, 2018 (%)

Figure 67. International Business Machines Corporation: Revenue Share By Region, 2018 (%)

Figure 68. R&D Expenditure, 2016–2018 (\$Million)

Figure 69. Microsoft Corporation: Revenue, 2016–2018 (\$Million)

Figure 70. Microsoft Corporation: Revenue Share By Segment, 2018 (%)

Figure 71. Microsoft Corporation: Revenue Share By Region, 2018 (%)

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