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Global Intelligent apps Market Size study, by Type(Consumer apps, Enterprise Apps), by Deployment Mode(On-Premises, Cloud-based), by Services(Professional Services, Managed Services), by Store Type(Google Play, Apple App Store)and Regional Forecasts 2021-2027

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Abstracts

Global Intelligent apps Market is valued approximately USD 15 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 35% over the forecast period 2021-2027. Intelligent apps are applications that make predictions and suggestions based on historical and actual figures from user interactions and other sources, resulting in personalised and adaptive user experiences. The widespread demand of AI technology, the growing trend of mobile app-based advertising, and the global adoption of smartphones are driving the growth of the intelligent apps industry. The US federal government invested $180 million in a new round of AI Research Institutes in 2021, starting to build on the $1 billion in awards given to 12 institutes across the country this summer, and partnering with Amazon, Google, Intel, and Accenture for support. This investment leads to greater adoption of artificial intelligence technology.The consumer intelligent apps market in the United Kingdom is expected to grow at a rate greater than 35% through 2027. This are primarily used for granular processing of real-time and historical data pertaining to customer-to-business interactions. This enables market players to personalise their offerings to potential customers' preferences and features in intelligent apps. Companies in the regional intelligent apps market are expanding their data centre network throughout the country. Oracle Corporation, for example, opened a new data centre in Dubai in October 2020. This aided the company in broadening its market reach and providing access to Oracle Cloud applications for the development of intelligent apps. According to the Federal

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Competitiveness and Statistics Authority, 99.9 percent of UAE residents owned mobile phones in 2019. Intelligent apps are being adopted as a result of the widespread adoption of cloud technologies and smartphone users. On the other hand, the high cost of implementing AI-based solutions, as well as rising concerns about separation in mobile operating systems, are expected to impede the growth of the intelligent apps market. Concerns about the security of customer data are expected to pose a challenge to the intelligent apps market during the forecast period of 2021-2027.Also,the steadily increasing market for Big Data and Analytics has proven to be an opportunity for the growth of the intelligence app market.

As most large organisations have their headquarters in the Americas, the region leads the global intelligent market. The region is the most important hub for technological innovation and adoption. Many of these pure-play providers are family-owned and specialise in specific products for specific industries or applications, accounting for the majority of automation companies.EMEA, along with the Americas and APAC, is one of the most significant investors in technological innovations. The region has one of the world's most digital and interconnected societies, which is driving up demand for intelligent apps. Furthermore, Asia Pacific is a developing region with numerous opportunities for the expanding consumer electronics market.

Major market player included in this report are:
Google LLC
Facebook
Microsoft
IBM
Intel
Hewlett Packard Enterprise Company
Oracle Corporation
Sentient Technologies
CloudMinds
SAP SE

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest

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along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:
By Type:
Consumer apps
Enterprise apps
By Deployment type:
On-Premises
Cloud-based
By Services:
Professional Services
Managed Services
By Store type:
Google Play
Apple App Store

By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Intelligent appsMarket in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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