

Global Mobile Application Market Size study, by Store Type (Google store, Apple store, others), Application (Gaming, Music & Entertainment, Health & fitness, Social Networking, Retail & Ecommerce, Others) and Regional Forecasts 2020-2027

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Abstracts

Global Mobile Application Market is valued approximately USD 154.05 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 11.5 % over the forecast period 2020-2027. Mobile application is a computer program or a software application designed to run over the mobile phones. Mobile applications serve to provide users with similar application which are accessed on personal computer too. The increase in internet penetration and growing use of technologies such as machine learning, artificial intelligence and increase in mobile data subscribers are the major factors driving the growth of market. According to Statista, consumers download 218 billion mobile apps to their personal device as compared to 141 billion mobile apps in 2017. However, lack of specialized business applications and lack of engaging mobiles applications may impede the growth of the market over the forecast period of 2020-2027. Also, with the increasing popularity of mobile gaming technology and the availability of low-cost data plans form telecom services operators is likely to increase the market growth during the forecast period.

The regional analysis of global Mobile Application market is based on the key regions such as North America, Asia Pacific, Latin America, Europe, and Rest of the World. North America is the leading region across the world in terms of market share owing to the presence of key market players with high smartphone penetration greater number of mobile application downloads. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2020-2027. Factors such as internet penetration and adaptation of smart phones would create lucrative growth prospects for

the Mobile Application market across Asia-Pacific region.

Major market player included in this report are:

Apple Inc.,
Google LLC
Microsoft Corporation
Amazon Inc.
Gameloft SE
Netflix Inc.
Ubisoft Entertainment
Practo
Cure.fit
Xiaomi Corp.

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 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 Store Type:

Google store
Apple store
Others

By Application:

Gaming
Music & Entertainment
Health & fitness
Social Networking
Retail & Ecommerce
Others

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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Mobile Application Market 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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