

Global News & Magazines App Market Size study, by Market Place (Google Play Store, Apple iOS Store and Others) and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/G9B3064B1447EN.html>

Date: May 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G9B3064B1447EN

Abstracts

Global News & Magazines App Market is valued at approximately USD 1.18 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than 11% over the forecast period 2022-2028. News & Magazines App provides digital services to consumers for reading news and articles without needing of physical presence. The rise in smartphone penetration is considered a driving factor for the market growth. According to Statista, there has been a continuous increase in smartphone penetration rate as a share of the population from 59.01% in 2017 to 78.05% in 2020. The other driving factor for the market growth is increase in the preference of the readers toward e-papers which are easily available on the apps. For instance, according to Statista, the users of e-papers around the world are projected to reach 587 million users by 2026 from 397.1 million users in 2018. Similarly, the launch of new news apps, growth in adoption of artificial intelligence, data science & big data in apps for providing real-time updates, and increasing internet penetration are the factors contributing toward market growth over the forecast period. However, excess use of advertising tools impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global News & Magazines App market study include Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the dominating region across the world in terms of market share owing to rising demand for the animated presentation-based news & magazine apps and presence of advanced technology. Whereas, Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2022-2028 owing to the rise in the demand for sports, entertainment, travel news, increasing penetration of internet, and growing adoption of digital media in the region.

Major market players included in this report are:

GeekyAnts
Robosoft Technologies
Somo
WillowTree
Apple Inc.
Google LLC
Feedly
Inkl
Inoreader
Flipboard

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 Market Place:

Google Play Store
Apple iOS Store
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 – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global News & Magazines App 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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