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Global Progressive Web Apps Market Size Study & Forecast, by Component, Organization Size, Application, and Regional Forecasts 2025-2035

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Abstracts

The Global Progressive Web Apps (PWA) Market is valued at approximately USD 1.91 billion in 2024 and is expected to experience a meteoric rise with a CAGR of more than 31.10% throughout the forecast period from 2025 to 2035. Progressive Web Apps, which marry the best of web and mobile applications, are fast becoming the cornerstone of next-generation digital experiences. Built with standard web technologies yet functioning like native mobile apps, PWAs can be installed on devices, work offline, send push notifications, and deliver lightning-fast performance—without the need for app stores. This technological marvel is rapidly becoming the preferred solution for businesses aiming to enhance user engagement, reduce development costs, and accelerate digital transformation initiatives. The market's impressive growth trajectory is largely being propelled by the mounting demand for high-performance, platform-agnostic applications and the surging adoption of mobile-first strategies across industries.

The confluence of reduced development time, low storage requirements, and increased conversion rates has transformed PWAs into a strategic digital asset, particularly for sectors like media, entertainment, and BFSI. These applications have revolutionized how brands interact with users—minimizing friction while maximizing retention. For instance, financial institutions are leveraging PWAs to streamline onboarding processes and elevate customer experience, while entertainment platforms deploy them to deliver seamless content streaming. As mobile web traffic eclipses desktop usage globally, enterprises are under growing pressure to deliver robust, secure, and adaptive user experiences, and PWAs address this demand with exceptional versatility. However, challenges such as limited device feature access (compared to native apps) and platform support disparities, particularly on iOS, may act as mild growth deterrents.

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Nonetheless, ongoing advancements in web capabilities, browser support, and the proliferation of 5G are expected to bridge these gaps and usher in new market opportunities.

From a regional perspective, North America commanded the largest share of the Progressive Web Apps market in 2025, buoyed by its mature digital infrastructure, rapid enterprise cloud adoption, and early technological embrace by retail, banking, and entertainment players. The United States, in particular, has seen major brands across retail and media pivot toward PWA-based models to enhance user experience and reduce bounce rates. Meanwhile, Asia Pacific is poised to emerge as the fastest-growing region over the forecast period, catalyzed by its digitally native population, affordable mobile data plans, and burgeoning e-commerce ecosystem in countries like India, China, and Southeast Asia. Europe continues to see robust growth, especially in the financial and public service sectors, where secure, fast-loading, and offline-capable applications are becoming increasingly essential.

Major market players included in this report are:

Google LLC

Microsoft Corporation

IBM Corporation

Apple Inc.

Twitter Inc.

Samsung Electronics Co., Ltd.

Alibaba Group Holding Ltd.

SAP SE

Oracle Corporation

Mozilla Corporation

Infosys Limited

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Tata Consultancy Services

Progress Software Corporation

Angular Minds Pvt Ltd

Hidden Brains InfoTech

Global Progressive Web Apps Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

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By Component:

- Platform
- Services

By Organization Size:

- Small & Medium Enterprises (SMEs)
- Large Enterprises

By Application:

- Media & Entertainment
- Banking & Financial Services
- Others

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France

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- Spain
- Italy
- Rest of Europe

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia Pacific

Latin America

- Brazil
- Mexico

Middle East & Africa

- UAE
- Saudi Arabia
- South Africa
- Rest of Middle East & Africa

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Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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