

Global Weather AppMarket Size study, by Transmission(Google Play Store, Apple iOS Store) and Regional Forecasts 2022-2028

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Abstracts

Global Weather AppMarket is valued at approximately USD 0.8 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 8.7% over the forecast period 2022-2028. Weather applications provide important weather information such as news, forecasts, and minor and large changes in the weather. Additionally, weather apps for iPhone and Android deliver location-specific weather conditions, a clear and easy flow of weather information, and better weather information. The rising accuracy of weather forecasts is due to the growing number of meteorological stations around the world. Smartphones have evolved from being merely communication devices to becoming a major medium for playing games, surfing the internet, and browsing social media accounts. The proliferation of smartphone weather apps has been fueled by advancements in smartphone technology. These apps provide information on high-risk and time-sensitive scenarios related to weather conditions such as rain, floods, tornadoes, and thunderstorms. Digital technology is being used by businesses to better their operations. With the rise of digitization, app usage is becoming more important in terms of convenience. Users can now access weather information on their smartphones thanks to technological advancements. As a result, the demand for apps is increasing. Several well-established international corporations, as well as a number of small and medium-sized vendors, dominate the industry. Software suppliers are concentrating their efforts on intensive research and development in order to introduce cutting-edge technologies that will improve access speed and aid in the adoption of weather apps. For instance, Vaisala added a streamlined Indigo510 transmitter for industrial applications to its modular indigo product range in September 2021. AccuWeather launched a computerised hurricane tracker for both online and mobile platforms in July 2021. The cutting-edge hurricane tracking feature includes patented AccuWeather Forecast Eye Path maps, impact visualisations, and easily

accessible tools for monitoring and following storms for the greatest preparation, protection, and insight. Market growth is being refuelled by improved access and attractive user interface elements. Cloud storage, efficient battery utilisation, flawless security, and expert-validated weather app recommendations are all contributing to significant market growth during the projection period.

The key regions considered for the global Weather App market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America had the greatest revenue share of the market. The United States is a significant contributor to regional market expansion. A crucial factor supporting market growth is the existence of well-established mobile app development vendors. The market is growing due to a growing regional trend of using apps to stay informed about weather conditions. Whereas, from 2022 to 2028, Asia Pacific is expected to grow at the fastest rate of 10.3%. For the past decade, countries like China and India have served as digital industry centres. These countries have a large customer base at the same time. Economies are also working on a number of projects connected to sustainable and renewable energy generation in order to protect the environment and avoid future energy crises.

Major market players included in this report are:

AccuWeather, Inc.

The Weather Company

Acme AtronOmatic, LLC

DTN, LLC

CARROT Weather

Windyty, SE

GroundTruth

Yahoo

Apalon, LLC.

Weather Line

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 Transmission:
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 Weather AppMarket 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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