

Global Mobile Applications Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

A mobile app or mobile application is a computer program designed to run on a mobile device such as a phone/tablet or watch. Mobile applications often stand in contrast to desktop applications which run on desktop computers, and with web applications which run in mobile web browsers rather than directly on the mobile device.

SCOPE OF THE REPORT:

This report studies the Mobile Applications market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Mobile Applications market by product type and applications/end industries.

Of all the market leaders, Google Inc. holds the highest share in the global mobile application market and is currently dominating the global mobile application market in Android-based mobile applications. Apple Inc. holds a market share of 20% of the global mobile application market revenue. Top market companies focus on strategic mergers and acquisitions, technology advancements, and competitive pricing to grab a larger share of the global mobile application market.

The global Mobile Applications market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which

cannot be ignored. Any changes from United States might affect the development trend of Mobile Applications.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Google

Microsoft

CA

Cognizant

HP

SAP SE

China Mobile

Samsung Electronics

Apple

Opera Software

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Android

iOS

Other

Market Segment by Applications, can be divided into

Games

Social Networking

Healthcare

Books

Music

Navigation

Business

Other

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