

Global News Application Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global News Application market size is expected to reach \$ 47865 million by 2032, rising at a market growth of 6.8% CAGR during the forecast period (2026-2032). A news application is a mobile-first software product for news distribution and consumption, enabling end-to-end workflows from content ingestion and editorial processing to moderation/governance, structured presentation, personalization, subscription management, and analytics. It delivers multi-format content such as articles, short videos, livestreams, audio, and topic pages. By sourcing and operating model, it typically includes publisher-owned apps, platform-style aggregator apps, and vertical news apps. Core capabilities commonly span content supply and rights management, fact-checking and moderation, ranking/recommendation and trending logic, search and push notifications, sharing/community features, and monetization components such as advertising and paid subscriptions. Competitiveness is driven by trusted content supply, timeliness and distribution efficiency, retention and growth operations, and ongoing compliance adaptation across privacy and content governance regimes.

The global news app market is entering a new cycle where trusted content regains strategic value while distribution efficiency continues to upgrade. Mobile remains the primary gateway to news, but users increasingly demand credibility, explainable personalization, and multi-format experiences, pushing news apps beyond reading utilities into integrated information services combining feeds, trending modules, search, push, and topic tracking. Cross-market consumer research shows continued shifts in online news consumption and growing influence of platform and video-centric behaviors, accelerating product and distribution innovation among news apps. Monetization opportunities are driven by two reinforcing paths. On the advertising side, feed-based and native ad products keep maturing as advertisers prioritize measurable outcomes and controlled environments. On the paid side, subscriptions and

memberships are resurging, with leading publishers emphasizing in annual reports both digital subscription growth and expanding paid subscriber bases, which in turn strengthens investment in premium journalism, columnist products, and bundled offerings.

Risks are equally structural. Misinformation, sensational content, and infringement raise governance costs, requiring sustained investments in moderation, fact-checking, and rights management. At the same time, tighter privacy and data governance regimes constrain personalization and ad targeting, shifting growth dependence toward first-party operations, product experience, and content supply optimization. Overall, the market is consolidating toward players with stronger trusted supply, stronger governance capability, and more resilient dual-engine monetization through ads plus subscriptions.

This report studies the global News Application demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for News Application, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of News Application that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global News Application total market, 2021-2032, (USD Million)

Global News Application total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: News Application total market, key domestic companies, and share, (USD Million)

Global News Application revenue by player, revenue and market share 2021-2026, (USD Million)

Global News Application total market by Product Scope, CAGR, 2021-2032, (USD Million)

Global News Application total market by Distribution Channel, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global News Application market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Apple Inc., Google LLC, Microsoft Corporation, Yahoo Inc., Flipboard Inc., SmartNews, Inc., Thomson Reuters Corporation, British Broadcasting Corporation (BBC), The New York Times Company, Axel Springer SE, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world News Application market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Product Scope, and by Distribution Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global News Application Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global News Application Market, Segmentation by Product Scope:

Global News Aggregators

Regional/Local News Platforms

Niche/Vertical News Portals

Others

Global News Application Market, Segmentation by Content Type:

General News

Business and Financial

Technology News

Others

Global News Application Market, Segmentation by Revenue Model:

Advertising-based

Subscription-based

Freemium Model

Others

Global News Application Market, Segmentation by Product Form:

Mobile Applications

Web Portals

Desktop Software

Global News Application Market, Segmentation by Distribution Channel:

App Stores

Social Media Integration

Direct Web Access

Others

Companies Profiled:

Apple Inc.

Google LLC

Microsoft Corporation

Yahoo Inc.

Flipboard Inc.

SmartNews, Inc.

Thomson Reuters Corporation

British Broadcasting Corporation (BBC)

The New York Times Company

Axel Springer SE

ByteDance Ltd.

Tencent Holdings Ltd.

Baidu, Inc.

NetEase, Inc.

Sohu.com Limited

Phoenix New Media Limited (ifeng.com)

Caixin Media Company Limited

Yicai Media Group

Xinhuanet Co., Ltd.

People.cn Co., Ltd.

China Media Group

Shanghai Oriental Newspaper Co., Ltd.

Key Questions Answered

1. How big is the global News Application market?
2. What is the demand of the global News Application market?
3. What is the year over year growth of the global News Application market?
4. What is the total value of the global News Application market?
5. Who are the Major Players in the global News Application market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 News Application Introduction
- 1.2 World News Application Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World News Application Total Market by Region (by Headquarter Location)
 - 1.3.1 World News Application Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company News Application Revenue (2021-2032)
 - 1.3.3 China Based Company News Application Revenue (2021-2032)
 - 1.3.4 Europe Based Company News Application Revenue (2021-2032)
 - 1.3.5 Japan Based Company News Application Revenue (2021-2032)
 - 1.3.6 South Korea Based Company News Application Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company News Application Revenue (2021-2032)
 - 1.3.8 India Based Company News Application Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 News Application Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World News Application Consumption Value (2021-2032)
- 2.2 World News Application Consumption Value by Region
 - 2.2.1 World News Application Consumption Value by Region (2021-2026)
 - 2.2.2 World News Application Consumption Value Forecast by Region (2027-2032)
- 2.3 United States News Application Consumption Value (2021-2032)
- 2.4 China News Application Consumption Value (2021-2032)
- 2.5 Europe News Application Consumption Value (2021-2032)
- 2.6 Japan News Application Consumption Value (2021-2032)
- 2.7 South Korea News Application Consumption Value (2021-2032)
- 2.8 ASEAN News Application Consumption Value (2021-2032)
- 2.9 India News Application Consumption Value (2021-2032)

3 WORLD NEWS APPLICATION COMPANIES COMPETITIVE ANALYSIS

- 3.1 World News Application Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)

- 3.2.1 Global News Application Industry Rank of Major Players
- 3.2.2 Global Concentration Ratios (CR4) for News Application in 2025
- 3.2.3 Global Concentration Ratios (CR8) for News Application in 2025
- 3.3 News Application Company Evaluation Quadrant
- 3.4 News Application Market: Overall Company Footprint Analysis
 - 3.4.1 News Application Market: Region Footprint
 - 3.4.2 News Application Market: Company Product Type Footprint
 - 3.4.3 News Application Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: News Application Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: News Application Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: News Application Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: News Application Consumption Value Comparison
 - 4.2.1 United States VS China: News Application Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: News Application Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based News Application Companies and Market Share, 2021-2026
 - 4.3.1 United States Based News Application Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies News Application Revenue, (2021-2026)
- 4.4 China Based Companies News Application Revenue and Market Share, 2021-2026
 - 4.4.1 China Based News Application Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies News Application Revenue, (2021-2026)
- 4.5 Rest of World Based News Application Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based News Application Companies, Headquarters (Province,

Country)

4.5.2 Rest of World Based Companies News Application Revenue (2021-2026)

5 MARKET ANALYSIS BY PRODUCT SCOPE

5.1 World News Application Market Size Overview by Product Scope: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Product Scope

5.2.1 Global News Aggregators

5.2.2 Regional/Local News Platforms

5.2.3 Niche/Vertical News Portals

5.2.4 Others

5.3 Market Segment by Product Scope

5.3.1 World News Application Market Size by Product Scope (2021-2026)

5.3.2 World News Application Market Size by Product Scope (2027-2032)

5.3.3 World News Application Market Size Market Share by Product Scope (2027-2032)

6 MARKET ANALYSIS BY CONTENT TYPE

6.1 World News Application Market Size Overview by Content Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Content Type

6.2.1 General News

6.2.2 Business and Financial

6.2.3 Technology News

6.2.4 Others

6.3 Market Segment by Content Type

6.3.1 World News Application Market Size by Content Type (2021-2026)

6.3.2 World News Application Market Size by Content Type (2027-2032)

6.3.3 World News Application Market Size Market Share by Content Type (2027-2032)

7 MARKET ANALYSIS BY REVENUE MODEL

7.1 World News Application Market Size Overview by Revenue Model: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Revenue Model

7.2.1 Advertising-based

7.2.2 Subscription-based

7.2.3 Freemium Model

7.2.4 Others

7.3 Market Segment by Revenue Model

7.3.1 World News Application Market Size by Revenue Model (2021-2026)

7.3.2 World News Application Market Size by Revenue Model (2027-2032)

7.3.3 World News Application Market Size Market Share by Revenue Model (2027-2032)

8 MARKET ANALYSIS BY PRODUCT FORM

8.1 World News Application Market Size Overview by Product Form: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Product Form

8.2.1 Mobile Applications

8.2.2 Web Portals

8.2.3 Desktop Software

8.3 Market Segment by Product Form

8.3.1 World News Application Market Size by Product Form (2021-2026)

8.3.2 World News Application Market Size by Product Form (2027-2032)

8.3.3 World News Application Market Size Market Share by Product Form (2027-2032)

9 MARKET ANALYSIS BY DISTRIBUTION CHANNEL

9.1 World News Application Market Size Overview by Distribution Channel: 2021 VS 2025 VS 2032

9.2 Segment Introduction by Distribution Channel

9.2.1 App Stores

9.2.2 Social Media Integration

9.2.3 Direct Web Access

9.2.4 Others

9.3 Market Segment by Distribution Channel

9.3.1 World News Application Market Size by Distribution Channel (2021-2026)

9.3.2 World News Application Market Size by Distribution Channel (2027-2032)

9.3.3 World News Application Market Size Market Share by Distribution Channel (2021-2032)

10 COMPANY PROFILES

10.1 Apple Inc.

- 10.1.1 Apple Inc. Details
- 10.1.2 Apple Inc. Major Business
- 10.1.3 Apple Inc. News Application Product and Services
- 10.1.4 Apple Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)
- 10.1.5 Apple Inc. Recent Developments/Updates
- 10.1.6 Apple Inc. Competitive Strengths & Weaknesses
- 10.2 Google LLC
 - 10.2.1 Google LLC Details
 - 10.2.2 Google LLC Major Business
 - 10.2.3 Google LLC News Application Product and Services
 - 10.2.4 Google LLC News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.2.5 Google LLC Recent Developments/Updates
 - 10.2.6 Google LLC Competitive Strengths & Weaknesses
- 10.3 Microsoft Corporation
 - 10.3.1 Microsoft Corporation Details
 - 10.3.2 Microsoft Corporation Major Business
 - 10.3.3 Microsoft Corporation News Application Product and Services
 - 10.3.4 Microsoft Corporation News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.3.5 Microsoft Corporation Recent Developments/Updates
 - 10.3.6 Microsoft Corporation Competitive Strengths & Weaknesses
- 10.4 Yahoo Inc.
 - 10.4.1 Yahoo Inc. Details
 - 10.4.2 Yahoo Inc. Major Business
 - 10.4.3 Yahoo Inc. News Application Product and Services
 - 10.4.4 Yahoo Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.4.5 Yahoo Inc. Recent Developments/Updates
 - 10.4.6 Yahoo Inc. Competitive Strengths & Weaknesses
- 10.5 Flipboard Inc.
 - 10.5.1 Flipboard Inc. Details
 - 10.5.2 Flipboard Inc. Major Business
 - 10.5.3 Flipboard Inc. News Application Product and Services
 - 10.5.4 Flipboard Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.5.5 Flipboard Inc. Recent Developments/Updates
 - 10.5.6 Flipboard Inc. Competitive Strengths & Weaknesses

10.6 SmartNews, Inc.

10.6.1 SmartNews, Inc. Details

10.6.2 SmartNews, Inc. Major Business

10.6.3 SmartNews, Inc. News Application Product and Services

10.6.4 SmartNews, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)

10.6.5 SmartNews, Inc. Recent Developments/Updates

10.6.6 SmartNews, Inc. Competitive Strengths & Weaknesses

10.7 Thomson Reuters Corporation

10.7.1 Thomson Reuters Corporation Details

10.7.2 Thomson Reuters Corporation Major Business

10.7.3 Thomson Reuters Corporation News Application Product and Services

10.7.4 Thomson Reuters Corporation News Application Revenue, Gross Margin and Market Share (2021-2026)

10.7.5 Thomson Reuters Corporation Recent Developments/Updates

10.7.6 Thomson Reuters Corporation Competitive Strengths & Weaknesses

10.8 British Broadcasting Corporation (BBC)

10.8.1 British Broadcasting Corporation (BBC) Details

10.8.2 British Broadcasting Corporation (BBC) Major Business

10.8.3 British Broadcasting Corporation (BBC) News Application Product and Services

10.8.4 British Broadcasting Corporation (BBC) News Application Revenue, Gross Margin and Market Share (2021-2026)

10.8.5 British Broadcasting Corporation (BBC) Recent Developments/Updates

10.8.6 British Broadcasting Corporation (BBC) Competitive Strengths & Weaknesses

10.9 The New York Times Company

10.9.1 The New York Times Company Details

10.9.2 The New York Times Company Major Business

10.9.3 The New York Times Company News Application Product and Services

10.9.4 The New York Times Company News Application Revenue, Gross Margin and Market Share (2021-2026)

10.9.5 The New York Times Company Recent Developments/Updates

10.9.6 The New York Times Company Competitive Strengths & Weaknesses

10.10 Axel Springer SE

10.10.1 Axel Springer SE Details

10.10.2 Axel Springer SE Major Business

10.10.3 Axel Springer SE News Application Product and Services

10.10.4 Axel Springer SE News Application Revenue, Gross Margin and Market Share (2021-2026)

10.10.5 Axel Springer SE Recent Developments/Updates

- 10.10.6 Axel Springer SE Competitive Strengths & Weaknesses
- 10.11 ByteDance Ltd.
 - 10.11.1 ByteDance Ltd. Details
 - 10.11.2 ByteDance Ltd. Major Business
 - 10.11.3 ByteDance Ltd. News Application Product and Services
 - 10.11.4 ByteDance Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.11.5 ByteDance Ltd. Recent Developments/Updates
 - 10.11.6 ByteDance Ltd. Competitive Strengths & Weaknesses
- 10.12 Tencent Holdings Ltd.
 - 10.12.1 Tencent Holdings Ltd. Details
 - 10.12.2 Tencent Holdings Ltd. Major Business
 - 10.12.3 Tencent Holdings Ltd. News Application Product and Services
 - 10.12.4 Tencent Holdings Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.12.5 Tencent Holdings Ltd. Recent Developments/Updates
 - 10.12.6 Tencent Holdings Ltd. Competitive Strengths & Weaknesses
- 10.13 Baidu, Inc.
 - 10.13.1 Baidu, Inc. Details
 - 10.13.2 Baidu, Inc. Major Business
 - 10.13.3 Baidu, Inc. News Application Product and Services
 - 10.13.4 Baidu, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.13.5 Baidu, Inc. Recent Developments/Updates
 - 10.13.6 Baidu, Inc. Competitive Strengths & Weaknesses
- 10.14 NetEase, Inc.
 - 10.14.1 NetEase, Inc. Details
 - 10.14.2 NetEase, Inc. Major Business
 - 10.14.3 NetEase, Inc. News Application Product and Services
 - 10.14.4 NetEase, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.14.5 NetEase, Inc. Recent Developments/Updates
 - 10.14.6 NetEase, Inc. Competitive Strengths & Weaknesses
- 10.15 Sohu.com Limited
 - 10.15.1 Sohu.com Limited Details
 - 10.15.2 Sohu.com Limited Major Business
 - 10.15.3 Sohu.com Limited News Application Product and Services
 - 10.15.4 Sohu.com Limited News Application Revenue, Gross Margin and Market Share (2021-2026)

- 10.15.5 Sohu.com Limited Recent Developments/Updates
- 10.15.6 Sohu.com Limited Competitive Strengths & Weaknesses
- 10.16 Phoenix New Media Limited (ifeng.com)
 - 10.16.1 Phoenix New Media Limited (ifeng.com) Details
 - 10.16.2 Phoenix New Media Limited (ifeng.com) Major Business
 - 10.16.3 Phoenix New Media Limited (ifeng.com) News Application Product and Services
 - 10.16.4 Phoenix New Media Limited (ifeng.com) News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.16.5 Phoenix New Media Limited (ifeng.com) Recent Developments/Updates
 - 10.16.6 Phoenix New Media Limited (ifeng.com) Competitive Strengths & Weaknesses
- 10.17 Caixin Media Company Limited
 - 10.17.1 Caixin Media Company Limited Details
 - 10.17.2 Caixin Media Company Limited Major Business
 - 10.17.3 Caixin Media Company Limited News Application Product and Services
 - 10.17.4 Caixin Media Company Limited News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.17.5 Caixin Media Company Limited Recent Developments/Updates
 - 10.17.6 Caixin Media Company Limited Competitive Strengths & Weaknesses
- 10.18 Yicai Media Group
 - 10.18.1 Yicai Media Group Details
 - 10.18.2 Yicai Media Group Major Business
 - 10.18.3 Yicai Media Group News Application Product and Services
 - 10.18.4 Yicai Media Group News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.18.5 Yicai Media Group Recent Developments/Updates
 - 10.18.6 Yicai Media Group Competitive Strengths & Weaknesses
- 10.19 Xinhuanet Co., Ltd.
 - 10.19.1 Xinhuanet Co., Ltd. Details
 - 10.19.2 Xinhuanet Co., Ltd. Major Business
 - 10.19.3 Xinhuanet Co., Ltd. News Application Product and Services
 - 10.19.4 Xinhuanet Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026)
 - 10.19.5 Xinhuanet Co., Ltd. Recent Developments/Updates
 - 10.19.6 Xinhuanet Co., Ltd. Competitive Strengths & Weaknesses
- 10.20 People.cn Co., Ltd.
 - 10.20.1 People.cn Co., Ltd. Details
 - 10.20.2 People.cn Co., Ltd. Major Business
 - 10.20.3 People.cn Co., Ltd. News Application Product and Services

10.20.4 People.cn Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026)

10.20.5 People.cn Co., Ltd. Recent Developments/Updates

10.20.6 People.cn Co., Ltd. Competitive Strengths & Weaknesses

10.21 China Media Group

10.21.1 China Media Group Details

10.21.2 China Media Group Major Business

10.21.3 China Media Group News Application Product and Services

10.21.4 China Media Group News Application Revenue, Gross Margin and Market Share (2021-2026)

10.21.5 China Media Group Recent Developments/Updates

10.21.6 China Media Group Competitive Strengths & Weaknesses

10.22 Shanghai Oriental Newspaper Co., Ltd.

10.22.1 Shanghai Oriental Newspaper Co., Ltd. Details

10.22.2 Shanghai Oriental Newspaper Co., Ltd. Major Business

10.22.3 Shanghai Oriental Newspaper Co., Ltd. News Application Product and Services

10.22.4 Shanghai Oriental Newspaper Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026)

10.22.5 Shanghai Oriental Newspaper Co., Ltd. Recent Developments/Updates

10.22.6 Shanghai Oriental Newspaper Co., Ltd. Competitive Strengths & Weaknesses

11 INDUSTRY CHAIN ANALYSIS

11.1 News Application Industry Chain

11.2 News Application Upstream Analysis

11.3 News Application Midstream Analysis

11.4 News Application Downstream Analysis

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Process and Data Source

13.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World News Application Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World News Application Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World News Application Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World News Application Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World News Application Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World News Application Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World News Application Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World News Application Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World News Application Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key News Application Players in 2025
- Table 12. World News Application Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global News Application Company Evaluation Quadrant
- Table 14. Head Office of Key News Application Players
- Table 15. News Application Market: Company Product Type Footprint
- Table 16. News Application Market: Company Product Application Footprint
- Table 17. News Application Mergers & Acquisitions Activity
- Table 18. United States VS China News Application Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China News Application Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based News Application Companies, Headquarters (States, Country)
- Table 21. United States Based Companies News Application Revenue, (2021-2026) & (USD Million)
- Table 22. United States Based Companies News Application Revenue Market Share

(2021-2026)

Table 23. China Based News Application Companies, Headquarters (Province, Country)

Table 24. China Based Companies News Application Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies News Application Revenue Market Share (2021-2026)

Table 26. Rest of World Based News Application Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies News Application Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies News Application Revenue Market Share (2021-2026)

Table 29. World News Application Market Size by Product Scope, (USD Million), 2021 & 2025 & 2032

Table 30. World News Application Market Size Value by Product Scope (2021-2026) & (USD Million)

Table 31. World News Application Market Size by Product Scope (2027-2032) & (USD Million)

Table 32. World News Application Market Size by Content Type, (USD Million), 2021 & 2025 & 2032

Table 33. World News Application Market Size Value by Content Type (2021-2026) & (USD Million)

Table 34. World News Application Market Size by Content Type (2027-2032) & (USD Million)

Table 35. World News Application Market Size by Revenue Model, (USD Million), 2021 & 2025 & 2032

Table 36. World News Application Market Size Value by Revenue Model (2021-2026) & (USD Million)

Table 37. World News Application Market Size by Revenue Model (2027-2032) & (USD Million)

Table 38. World News Application Market Size by Product Form, (USD Million), 2021 & 2025 & 2032

Table 39. World News Application Market Size Value by Product Form (2021-2026) & (USD Million)

Table 40. World News Application Market Size by Product Form (2027-2032) & (USD Million)

Table 41. World News Application Market Size by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Table 42. World News Application Market Size by Distribution Channel (2021-2026) &

(USD Million)

Table 43. World News Application Market Size by Distribution Channel (2027-2032) & (USD Million)

Table 44. Apple Inc. Basic Information, Manufacturing Base and Competitors

Table 45. Apple Inc. Major Business

Table 46. Apple Inc. News Application Product and Services

Table 47. Apple Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 48. Apple Inc. Recent Developments/Updates

Table 49. Apple Inc. Competitive Strengths & Weaknesses

Table 50. Google LLC Basic Information, Manufacturing Base and Competitors

Table 51. Google LLC Major Business

Table 52. Google LLC News Application Product and Services

Table 53. Google LLC News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 54. Google LLC Recent Developments/Updates

Table 55. Google LLC Competitive Strengths & Weaknesses

Table 56. Microsoft Corporation Basic Information, Manufacturing Base and Competitors

Table 57. Microsoft Corporation Major Business

Table 58. Microsoft Corporation News Application Product and Services

Table 59. Microsoft Corporation News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 60. Microsoft Corporation Recent Developments/Updates

Table 61. Microsoft Corporation Competitive Strengths & Weaknesses

Table 62. Yahoo Inc. Basic Information, Manufacturing Base and Competitors

Table 63. Yahoo Inc. Major Business

Table 64. Yahoo Inc. News Application Product and Services

Table 65. Yahoo Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 66. Yahoo Inc. Recent Developments/Updates

Table 67. Yahoo Inc. Competitive Strengths & Weaknesses

Table 68. Flipboard Inc. Basic Information, Manufacturing Base and Competitors

Table 69. Flipboard Inc. Major Business

Table 70. Flipboard Inc. News Application Product and Services

Table 71. Flipboard Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 72. Flipboard Inc. Recent Developments/Updates

Table 73. Flipboard Inc. Competitive Strengths & Weaknesses

- Table 74. SmartNews, Inc. Basic Information, Manufacturing Base and Competitors
- Table 75. SmartNews, Inc. Major Business
- Table 76. SmartNews, Inc. News Application Product and Services
- Table 77. SmartNews, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 78. SmartNews, Inc. Recent Developments/Updates
- Table 79. SmartNews, Inc. Competitive Strengths & Weaknesses
- Table 80. Thomson Reuters Corporation Basic Information, Manufacturing Base and Competitors
- Table 81. Thomson Reuters Corporation Major Business
- Table 82. Thomson Reuters Corporation News Application Product and Services
- Table 83. Thomson Reuters Corporation News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 84. Thomson Reuters Corporation Recent Developments/Updates
- Table 85. Thomson Reuters Corporation Competitive Strengths & Weaknesses
- Table 86. British Broadcasting Corporation (BBC) Basic Information, Manufacturing Base and Competitors
- Table 87. British Broadcasting Corporation (BBC) Major Business
- Table 88. British Broadcasting Corporation (BBC) News Application Product and Services
- Table 89. British Broadcasting Corporation (BBC) News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 90. British Broadcasting Corporation (BBC) Recent Developments/Updates
- Table 91. British Broadcasting Corporation (BBC) Competitive Strengths & Weaknesses
- Table 92. The New York Times Company Basic Information, Manufacturing Base and Competitors
- Table 93. The New York Times Company Major Business
- Table 94. The New York Times Company News Application Product and Services
- Table 95. The New York Times Company News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 96. The New York Times Company Recent Developments/Updates
- Table 97. The New York Times Company Competitive Strengths & Weaknesses
- Table 98. Axel Springer SE Basic Information, Manufacturing Base and Competitors
- Table 99. Axel Springer SE Major Business
- Table 100. Axel Springer SE News Application Product and Services
- Table 101. Axel Springer SE News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 102. Axel Springer SE Recent Developments/Updates
- Table 103. Axel Springer SE Competitive Strengths & Weaknesses

- Table 104. ByteDance Ltd. Basic Information, Manufacturing Base and Competitors
- Table 105. ByteDance Ltd. Major Business
- Table 106. ByteDance Ltd. News Application Product and Services
- Table 107. ByteDance Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 108. ByteDance Ltd. Recent Developments/Updates
- Table 109. ByteDance Ltd. Competitive Strengths & Weaknesses
- Table 110. Tencent Holdings Ltd. Basic Information, Manufacturing Base and Competitors
- Table 111. Tencent Holdings Ltd. Major Business
- Table 112. Tencent Holdings Ltd. News Application Product and Services
- Table 113. Tencent Holdings Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 114. Tencent Holdings Ltd. Recent Developments/Updates
- Table 115. Tencent Holdings Ltd. Competitive Strengths & Weaknesses
- Table 116. Baidu, Inc. Basic Information, Manufacturing Base and Competitors
- Table 117. Baidu, Inc. Major Business
- Table 118. Baidu, Inc. News Application Product and Services
- Table 119. Baidu, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 120. Baidu, Inc. Recent Developments/Updates
- Table 121. Baidu, Inc. Competitive Strengths & Weaknesses
- Table 122. NetEase, Inc. Basic Information, Manufacturing Base and Competitors
- Table 123. NetEase, Inc. Major Business
- Table 124. NetEase, Inc. News Application Product and Services
- Table 125. NetEase, Inc. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 126. NetEase, Inc. Recent Developments/Updates
- Table 127. NetEase, Inc. Competitive Strengths & Weaknesses
- Table 128. Sohu.com Limited Basic Information, Manufacturing Base and Competitors
- Table 129. Sohu.com Limited Major Business
- Table 130. Sohu.com Limited News Application Product and Services
- Table 131. Sohu.com Limited News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 132. Sohu.com Limited Recent Developments/Updates
- Table 133. Sohu.com Limited Competitive Strengths & Weaknesses
- Table 134. Phoenix New Media Limited (ifeng.com) Basic Information, Manufacturing Base and Competitors
- Table 135. Phoenix New Media Limited (ifeng.com) Major Business

- Table 136. Phoenix New Media Limited (ifeng.com) News Application Product and Services
- Table 137. Phoenix New Media Limited (ifeng.com) News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 138. Phoenix New Media Limited (ifeng.com) Recent Developments/Updates
- Table 139. Phoenix New Media Limited (ifeng.com) Competitive Strengths & Weaknesses
- Table 140. Caixin Media Company Limited Basic Information, Manufacturing Base and Competitors
- Table 141. Caixin Media Company Limited Major Business
- Table 142. Caixin Media Company Limited News Application Product and Services
- Table 143. Caixin Media Company Limited News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 144. Caixin Media Company Limited Recent Developments/Updates
- Table 145. Caixin Media Company Limited Competitive Strengths & Weaknesses
- Table 146. Yicai Media Group Basic Information, Manufacturing Base and Competitors
- Table 147. Yicai Media Group Major Business
- Table 148. Yicai Media Group News Application Product and Services
- Table 149. Yicai Media Group News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 150. Yicai Media Group Recent Developments/Updates
- Table 151. Yicai Media Group Competitive Strengths & Weaknesses
- Table 152. Xinhuanet Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 153. Xinhuanet Co., Ltd. Major Business
- Table 154. Xinhuanet Co., Ltd. News Application Product and Services
- Table 155. Xinhuanet Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 156. Xinhuanet Co., Ltd. Recent Developments/Updates
- Table 157. Xinhuanet Co., Ltd. Competitive Strengths & Weaknesses
- Table 158. People.cn Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 159. People.cn Co., Ltd. Major Business
- Table 160. People.cn Co., Ltd. News Application Product and Services
- Table 161. People.cn Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 162. People.cn Co., Ltd. Recent Developments/Updates
- Table 163. People.cn Co., Ltd. Competitive Strengths & Weaknesses
- Table 164. China Media Group Basic Information, Manufacturing Base and Competitors
- Table 165. China Media Group Major Business
- Table 166. China Media Group News Application Product and Services

Table 167. China Media Group News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 168. China Media Group Recent Developments/Updates

Table 169. China Media Group Competitive Strengths & Weaknesses

Table 170. Shanghai Oriental Newspaper Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 171. Shanghai Oriental Newspaper Co., Ltd. Major Business

Table 172. Shanghai Oriental Newspaper Co., Ltd. News Application Product and Services

Table 173. Shanghai Oriental Newspaper Co., Ltd. News Application Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 174. Shanghai Oriental Newspaper Co., Ltd. Recent Developments/Updates

Table 175. Shanghai Oriental Newspaper Co., Ltd. Competitive Strengths & Weaknesses

Table 176. Global Key Players of News Application Upstream (Raw Materials)

Table 177. Global News Application Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. News Application Picture

Figure 2. World News Application Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World News Application Total Revenue (2021-2032) & (USD Million)

Figure 4. World News Application Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World News Application Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company News Application Revenue (2021-2032) & (USD Million)

Figure 13. News Application Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World News Application Consumption Value (2021-2032) & (USD Million)

Figure 16. World News Application Consumption Value Market Share by Region (2021-2032)

Figure 17. United States News Application Consumption Value (2021-2032) & (USD Million)

Figure 18. China News Application Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe News Application Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan News Application Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea News Application Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN News Application Consumption Value (2021-2032) & (USD Million)

Figure 23. India News Application Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of News Application by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for News Application Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for News Application Markets in 2025

Figure 27. United States VS China: News Application Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: News Application Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World News Application Market Size by Product Scope, (USD Million), 2021 & 2025 & 2032

Figure 30. World News Application Market Size Market Share by Product Scope in 2025

Figure 31. Global News Aggregators

Figure 32. Regional/Local News Platforms

Figure 33. Niche/Vertical News Portals

Figure 34. Others

Figure 35. World News Application Market Size Market Share by Product Scope (2021-2032)

Figure 36. World News Application Market Size by Content Type, (USD Million), 2021 & 2025 & 2032

Figure 37. World News Application Market Size Market Share by Content Type in 2025

Figure 38. General News

Figure 39. Business and Financial

Figure 40. Technology News

Figure 41. Others

Figure 42. World News Application Market Size Market Share by Content Type (2021-2032)

Figure 43. World News Application Market Size by Revenue Model, (USD Million), 2021 & 2025 & 2032

Figure 44. World News Application Market Size Market Share by Revenue Model in 2025

Figure 45. Advertising-based

Figure 46. Subscription-based

Figure 47. Freemium Model

Figure 48. Others

Figure 49. World News Application Market Size Market Share by Revenue Model (2021-2032)

Figure 50. World News Application Market Size by Product Form, (USD Million), 2021 &

2025 & 2032

Figure 51. World News Application Market Size Market Share by Product Form in 2025

Figure 52. Mobile Applications

Figure 53. Web Portals

Figure 54. Desktop Software

Figure 55. World News Application Market Size Market Share by Product Form (2021-2032)

Figure 56. World News Application Market Size by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Figure 57. World News Application Market Size Market Share by Distribution Channel in 2025

Figure 58. App Stores

Figure 59. Social Media Integration

Figure 60. Direct Web Access

Figure 61. Others

Figure 62. World News Application Market Size Market Share by Distribution Channel (2021-2032)

Figure 63. News Application Industrial Chain

Figure 64. Methodology

Figure 65. Research Process and Data Source

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