

News & Magazines App Market Size, Share & Trends Analysis Report By Market Place (Google Play Store, Apple iOS Store), By Region, And Segment Forecasts, 2022 - 2028

<https://marketpublishers.com/r/NF3CCD0007EBEN.html>

Date: May 2022

Pages: 76

Price: US\$ 3,950.00 (Single User License)

ID: NF3CCD0007EBEN

Abstracts

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News & Magazines App Market Growth & Trends

The global news & magazines app market size is expected to reach USD 2.46 billion by 2028, registering a CAGR of 11.0% during the forecast period, according to a new report by Grand View Research, Inc. The market growth is owing to the growing investment from Google LLC to provide wider coverage of trending news. Rapidly growing demand for financial news content from the consumer of Asia Pacific is refueling the market growth.

Increasing demand for tech-based magazine apps from the consumer of Germany is bolstering the market growth. Moreover, the growing trend to adopt text-to-read-based magazine app are propelling the market growth. Magzter is the digital platform to provide access to several newspapers and magazines. Key players are providing multiple access for several users with lower costs. Furthermore, the increasing number of smartphone users across the globe is expected to accelerate market growth.

Key players are focusing on Dark UI to provide better pictorial representation for news & magazine apps. The prime key players are offering digest section features for editorial articles. Multiple companies are providing auto mark read feature to improve the access to news & magazines app. Growing demand for 5G enabled mobile devices across the world will create rewarding prospects for the global key players.

Apple iOS Store segment is expected to register a higher CAGR of 12.6% of the global market. This can be credited to the growing demand for in-short news content from the consumers of the developed nations across the globe. Moreover, the increasing subscription of news and magazine apps from Apple device users will propel the market growth during the forecast period. Furthermore, easy search tool features and security concerns in these apps are accelerating market growth. Additionally, automatic updates for markets data portfolio tracking tools and In-depth editorial coverage has led to significant market growth during the forecast period.

North America made the largest contribution to the global news & magazines app with around 35% share in 2021 due to the increasing adoption of new technology like digital platforms for accessing news. Moreover, the growing trend of building a self-news network along with OneNote, Pinterest, Evernote, and Twitter in the U.S. is accelerating the market growth. Moreover, the rising demand for entertainment, sports, travel and technology-based news from the consumer in this region is expected to propel the market growth during the forecast period. Furthermore, technological development and access to various features like wireless Bluetooth controls, and text-to-speech article reading in news & magazines app are anticipated to boost the market growth.

News & Magazines App Market Report Highlights

North America made the largest contribution to the global news & magazines with around 35% share in 2021. This can be credited to the rising demand for the automaton news-based blogs from the major key players of the U.S. and Canada.

Google play store segment contributed the highest share with around 55% of the global market revenue in 2021. This can be credited to the growing demand for open-source platforms for customized news, recreation, and technical sports articles from the consumers of the U.K. and the U.S.

Apple iOS Store segment is projected to witness a CAGR of 12.6% from 2022 to 2028. This can be attributed to the growing demand for the secured mobile operating system to provide news text, podcasts, and vodcast.

Asia Pacific is projected to witness a CAGR of 13.3% from 2022 to 2028. The growing adoption of technologically advanced news & magazines app in India to cover comprehensive news coverage is estimated to escalate the market growth

during the forecast period.

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