

# **Progressive Web Apps Market Size, Share & Trends Analysis Report By Component (Platform, Services), By Organization Size, By Application (EMedia & Entertainment, Banking & Financial Services), By Region, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **Progressive Web Apps Market Growth & Trends**

The global progressive web apps market size is anticipated to reach USD 9.43 billion by 2030, growing at a CAGR of 31.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market growth is attributed to factors such as the growing need for improved user experience and responsive applications among users. Moreover, the growing internet and smartphone penetration is expected to drive the usage of mobile applications, having a positive impact on the adoption of progressive web apps (PWA). Progressive web apps offer a seamless and responsive user experience similar to native apps, with fast load times, smooth animations, and the ability to work offline. This enhances user engagement and satisfaction, driving their adoption.

Progressive web apps are designed to work on any device with a modern web browser, making them highly versatile. This cross-platform compatibility reduces the need for separate development for different operating systems, saving developers time and costs. Their lower development costs in comparison to traditional native apps are contributing to their rising popularity.

Governments are actively promoting digitalization by launching Artificial Intelligence

(AI)-integrated applications. For example, in January 2024, the central government of India introduced an AI-based platform called the 'Anuvadini' app. It is designed to digitize study materials for all school and higher education courses, making them accessible in the Indian languages. This initiative aligns with the National Education Policy (NEP) 2020 recommendations, which emphasize the importance of studying in one's native language. Such efforts are expected to positively impact the market, as users will anticipate faster applications for various uses.

## Progressive Web Apps Market Report Highlights

The services segment is expected to register the fastest CAGR. The segment's growth is driven by the need for expertise in PWA development and the demand for custom solutions, prompting businesses to seek professional services.

The large enterprises segment dominated the Progressive Web Apps (PWA) market in 2023. The segment's growth is driven by large enterprises' push for digital transformation and the need for scalable solutions.

The e-commerce and retail segment is expected to register the fastest CAGR. The rapid rise in e-commerce sales drives the segment's growth as retail businesses adopt progressive web apps for their benefits, like enhanced customer loyalty.

North America dominated the Progressive Web Apps (PWA) market in 2023, driven by high software development activity and smartphone penetration, increasing the demand for responsive applications.

In November 2022, Snapchat (Snap Inc.) introduced a progressive web app for Windows 10 and 11, requiring Microsoft's Microsoft Edge to function. The 1.4MB app, available in the Microsoft Store, operates like a native app with notification support and allows users to add a desktop taskbar shortcut for quick access from the Start Menu.

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Fig. 61 Warehouse Order Picking Market - Key Company Market Share Analysis, 2023

Fig. 62 Strategic Framework

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