

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

<https://marketpublishers.com/r/UA3F6CC7AC66EN.html>

Date: May 2022

Pages: 70

Price: US\$ 4,950.00 (Single User License)

ID: UA3F6CC7AC66EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Utility App Market Growth & Trends

The global utility app market size is expected to reach USD 7.8 billion by 2028 and expand at a CAGR of 7.5% from 2022 to 2028. Enterprises are adopting digital technology to improve their business operations. With increasing digitalization, the importance of apps is growing mainly for their popularity and convenience. Utility apps offer the detection of hidden threats such as spyware and malware and block the wrongly behaving apps, tracking current and past network activity. Utility apps offer wide solutions that add value, ensure effective operations, and enhance the productivity of iPhone and Android applications.

Apple iOS store segment will register the highest CAGR of 8.6% from 2022 to 2028. This can be credited to the growing demand for secured operating systems from the smart phone users in U.S. and UK considering data privacy. Faster access and lucrative user interference feature are refueling the market growth. Cloud storage, automatic shopping app updates, and an access pass to expert validated advice for utility apps are reflecting the significant market growth during the forecast period.

North America held the largest revenue share in 2021 and is expected to maintain strong growth in the coming years. The U.S. is positively contributing to the growth of the regional market. The presence of well-established device manufacturing vendors is

one of the key factors supporting the market growth. The rising trend in this region to adopt technologically utility apps is propelling the market growth. The market share of the U.S. is driven by the rising demand for AI-based smart utility apps. Ease of accessibility of integration apps with social media connectivity features will contribute to refueling the market growth. U.S. is one of the promising markets to launch new technology in terms of IT infrastructure and advanced research and development activities that help innovate and develop utility apps. Additionally, the ease of availability of IT resources and related technological talents are expected to contribute to the market growth.

Given the region's potential in terms of smartphone usage and internet penetration, Asia Pacific is predicted to be the fastest-growing regional market. China and India are expected to remain dominant markets with significant development potential for all players in the mobile app ecosystem. In addition, the rising disposable income, along with government initiatives like Digital India is likely to boost the regional market growth in the next few years. Furthermore, advancements in networking technology and the availability of low-cost mobile data are the two major development drivers in the region. Furthermore, numerous firms are engaging in cooperation or alliances in order to provide users with a unified platform, lowering their development and maintenance expenses.

Utility App Market Report Highlights

North America held the largest revenue share in 2021. The presence of well-established utility App vendors and the rise in the use of iOS platforms are major factors driving the regional market growth.

Apple iOS store segment will register the highest CAGR of 8.6% from 2022 to 2028. This can be credited to the growing demand for secured operating systems from smartphone users in U.S. and U.K. considering data privacy.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources
- 1.4. List of Abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Marketplace Outlook
- 2.3. Regional Outlook
- 2.4. Competitive Insights

CHAPTER 3. UTILITY APP MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Segmentation
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Value Chain Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Opportunities Analysis
- 3.5. Business Environment Analysis
 - 3.5.1. Porter's Five Forces Analysis
 - 3.5.1.1. Threat of new entrants
 - 3.5.1.2. Bargaining power of suppliers
 - 3.5.1.3. Bargaining power of buyers
 - 3.5.1.4. Threat of substitutes
 - 3.5.1.5. Competitive rivalry
 - 3.5.2. PESTLE Analysis
 - 3.5.2.1. Political Landscape
 - 3.5.2.2. Environmental Landscape
 - 3.5.2.3. Social Landscape
 - 3.5.2.4. Technology Landscape
 - 3.5.2.5. Economic Landscape
 - 3.5.2.6. Legal Landscape

3.6. Impact of COVID-19

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. UTILITY APP MARKET: MARKETPLACE ESTIMATES & TREND ANALYSIS

- 5.1. Marketplace Movement Analysis & Market Share, 2021 & 2028
- 5.2. Google Play Store
 - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Apple iOS Store
 - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.4. Others
 - 5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

CHAPTER 6. UTILITY APP MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1. Regional Movement Analysis & Market Share, 2021 & 2028
- 6.2. North America
 - 6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 6.2.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
 - 6.2.3. U.S.
 - 6.2.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 6.2.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
- 6.3. Europe
 - 6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 6.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
 - 6.3.3. Germany
 - 6.3.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 6.3.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
 - 6.3.4. France
 - 6.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 6.3.4.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
 - 6.3.5. U.K.

6.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.3.5.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.4. Asia Pacific

6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.4.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.4.3. China

6.4.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.4.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.4.4. India

6.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.4.4.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.5. Central & South America

6.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.5.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.5.3. Brazil

6.5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.5.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.6. Middle East & Africa

6.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.6.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

6.6.3. South Africa

6.6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

6.6.3.2. Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

7.1. Key global players, recent developments & their impact on the industry

7.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

7.3. Vendor Landscape

7.3.1. Key company market share analysis, 2021

CHAPTER 8. COMPANY PROFILES

8.1. Acer Inc.

8.1.1. Company Overview

8.1.2. Financial Performance

8.1.3. Product Benchmarking

8.1.4. Strategic Initiatives

8.2. Apple Inc.

- 8.2.1. Company Overview
- 8.2.2. Financial Performance
- 8.2.3. Product Benchmarking
- 8.2.4. Strategic Initiatives

8.3. Microsoft Corporation

- 8.3.1. Company Overview
- 8.3.2. Financial Performance
- 8.3.3. Product Benchmarking
- 8.3.4. Strategic Initiatives

8.4. Mobibiz

- 8.4.1. Company Overview
- 8.4.2. Financial Performance
- 8.4.3. Product Benchmarking
- 8.4.4. Strategic Initiatives

8.5. Magneto IT Solutions

- 8.5.1. Company Overview
- 8.5.2. Financial Performance
- 8.5.3. Product Benchmarking
- 8.5.4. Strategic Initiatives

8.6. LogMeIn, Inc

- 8.6.1. Company Overview
- 8.6.2. Financial Performance
- 8.6.3. Product Benchmarking
- 8.6.4. Strategic Initiatives

8.7. Glasswire Inc

- 8.7.1. Company Overview
- 8.7.2. Financial Performance
- 8.7.3. Product Benchmarking
- 8.7.4. Strategic Initiatives

8.8. NeatBytes

- 8.8.1. Company Overview
- 8.8.2. Financial Performance
- 8.8.3. Product Benchmarking
- 8.8.4. Strategic Initiatives

8.9. Proton Technologies AG

- 8.9.1. Company Overview
- 8.9.2. Financial Performance
- 8.9.3. Product Benchmarking

8.9.4. Strategic Initiatives

8.10. MiXplorer

8.10.1. Company Overview

8.10.2. Financial Performance

8.10.3. Product Benchmarking

8.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Utility App market - Key Market Driver Analysis
2. Utility App market - Key Market Restraint Analysis
3. Global Utility App Market Estimates and Forecast By Google Play Store, from 2017 - 2028 (USD Million)
4. Global Utility App Market Estimates and Forecast By Apple iOS Store, from 2017 - 2028 (USD Million)
5. Global Utility App Market Estimates and Forecast By Others, from 2017 - 2028 (USD Million)
6. Global Utility App Market Estimates and Forecast, by region 2017 - 2028 (USD Million)
7. Global Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
8. North America Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
9. North America Utility App Market Estimates and Forecast, By Marketplace, 2017 - 2028 (USD Million)
10. U.S. Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
11. U.S. Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
12. Europe Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
13. Europe Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
14. Germany Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
15. Germany Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
16. France Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
17. France Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
18. U.K. Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
19. U.K. Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
20. Asia Pacific Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
21. Asia Pacific Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
22. China Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
23. China Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)

24. India Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
25. India Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
26. Central & South America Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
27. Central & South America Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
28. Brazil Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
29. Brazil Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
30. Middle East & Africa Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
31. Middle East & Africa Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
32. South Africa Utility App Market Estimates and Forecast, 2017 - 2028 (USD Million)
33. South Africa Utility App Market Estimates and Forecast By Marketplace, 2017 - 2028 (USD Million)
34. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Utility App Market Snapshot
2. Utility App Market Segmentation & Scope
3. Utility App Market Penetration & Growth Prospect Mapping
4. Utility App Market Value Chain Analysis
5. Utility App Market Dynamics
6. Utility App Market Porter's Analysis
7. Utility App Market: Marketplace Movement Analysis
8. Utility App Market: Regional Movement Analysis

I would like to order

Product name: Utility App Market Size, Share & Trends Analysis Report By Marketplace (Google Play Store, Apple iOS Store), By Region, And Segment Forecasts, 2022 - 2028

Product link: <https://marketpublishers.com/r/UA3F6CC7AC66EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA3F6CC7AC66EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

