

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

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## Abstracts

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### 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.

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