

# **Weather 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**

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

### **Weather App Market Growth & Trends**

The global weather app market size is projected to reach USD 1.4 billion by 2028 and is expected to expand at a compound annual growth rate (CAGR) of 8.7% from 2022 to 2028, as per a recent report by Grand View Research, Inc. Enterprises are adopting digital technologies to improve their business. With increasing digitalization, the importance of app usage is increasing with regard to convenience. The revolution of technology has been enabling users to access weather information on smartphone apps. Thus, the demand for apps is also growing.

Weather apps offer weather information such as news, forecasts, and minor as well as major changes in the climatic conditions. Weather apps also provide the user with location-specific weather information, a simple and easy flow of weather data, and improved weather information via iPhone and Android applications. The Apple iOS Store segment is projected to register the highest CAGR of 9.7% from 2022 to 2028. This can be credited to the growing demand for a highly secure and multitasking operating system from smartphone users in the U.S. and U.K., considering the data privacy of end-users.

Faster access and lucrative user interface features are refueling the market growth. Additional features such as cloud storage, efficient battery usage, impeccable security,

as well as expert-validated advice for weather apps are aiding in significant market growth during the forecast period. North America held the largest revenue share of around 33% in the market in 2021. The U.S. is a major contributor to regional market growth. The presence of well-established mobile app developing vendors is a key factor supporting the market growth. The rising regional trend of the adoption of apps to stay updated about weather conditions is propelling market growth.

The market share of the U.S. is driven by the rising demand for weather apps that utilize technology such as big data and Artificial Intelligence. It is one of the promising regions to launch and adopt new technology in terms of IT infrastructure and advanced research and development activities that help innovate and develop weather apps. Additionally, the ease of availability of IT resources and related technological talents contribute to and drive the market in the region.

### Weather App Market Report Highlights

North America held the largest revenue share of around 33% in the market in 2021. The presence of various well-established weather app developing vendors is one of the key factors supporting the market growth

The Apple iOS Store segment is poised to register the highest CAGR of 9.7% from 2022 to 2028. This can be credited to the growing demand for secured operating systems from smartphone users in the U.S. and U.K., considering data privacy

With regards to the marketplace, the Google Play Store segment accounted for the highest revenue share of more than 57% in 2021, aided by the growing penetration of Android smartphones globally

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

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

### CHAPTER 3. WEATHER APP MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's Five Forces Analysis
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat of New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Weather App Market
- 3.7. Market Entry Strategies
- 3.8. 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. WEATHER APP MARKET: MARKETPLACE ESTIMATES & TREND ANALYSIS**

- 5.1. Marketplace Movement Analysis & Market Share, 2020 & 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. WEATHER APP MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 6.1. Regional Movement Analysis & Market Share, 2020 & 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. AccuWeather, Inc.

- 8.1.1. Company Overview
- 8.1.2. Financial Performance
- 8.1.3. Product Benchmarking
- 8.1.4. Strategic Initiatives

## 8.2. The Weather Company

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

## 8.3. Acme AtronOmatic, LLC

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

## 8.4. DTN, LLC

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

## 8.5. CARROT Weather

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

## 8.6. Windyty, SE

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

## 8.7. GroundTruth

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

## 8.8. Yahoo

- 8.8.1. Company Overview
- 8.8.2. Financial Performance

8.8.3. Product Benchmarking

8.8.4. Strategic Initiatives

8.9. Apalon, LLC.

8.9.1. Company Overview

8.9.2. Financial Performance

8.9.3. Product Benchmarking

8.9.4. Strategic Initiatives

8.10. Weather Line

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



(USD Million)

24. India Weather App Market Estimates And Forecast 2017 - 2028 (USD Million)

25. India Weather App Market Estimates And Forecast By Marketplace, 2017 - 2028  
(USD Million)

26. Central & South America Weather App Market Estimates And Forecast 2017 - 2028  
(USD Million)

27. Central & South America Weather App Market Estimates And Forecast By  
Marketplace, 2017 - 2028 (USD Million)

28. Brazil Weather App Market Estimates And Forecast 2017 - 2028 (USD Million)

29. Brazil Weather App Market Estimates And Forecast By Marketplace, 2017 - 2028  
(USD Million)

30. Middle East & Africa Weather App Market Estimates And Forecast 2017 - 2028  
(USD Million)

31. Middle East & Africa Weather App Market Estimates And Forecast By Marketplace,  
2017 - 2028 (USD Million)

32. South Africa Weather App Market Estimates And Forecast 2017 - 2028 (USD  
Million)

33. South Africa Weather App Market Estimates And Forecast By Marketplace, 2017 -  
2028 (USD Million)

34. Vendor landscape

## List Of Figures

### LIST OF FIGURES

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

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