

# 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

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