+44 20 8123 2220
info@marketpublishers.com

In-App Purchase Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

https://marketpublishers.com/r/I155359CB5A8EN.html
Date: March 2023
Pages: 143
Price: US$ 2,499.00 (Single User License)
ID: I155359CB5A8EN

Abstracts

The global in-app purchase market size reached US$ 124.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 347.0 Billion by 2028, exhibiting a growth rate (CAGR) of 16.55% during 2023-2028.

In-app purchase refers to the purchase of additional services and features or functions in an application on computers, tablets and smartphones. It offer access to additional content and features, including subscriptions, digital goods and premium content, directly within the application. In-app purchases are commonly available in replenishable, auto-renewing subscription, non-replenishable and subscription-based variants. It enables the application developers to provide basic content free of charge and monetize specialized features of the product. It also provides access to promotions and aids in enhancing brand awareness and download rates. As a result, in-app purchases are widely used across health and fitness, gaming, education and learning, entertainment and music, travel and hospitality applications.

In-App Purchase Market Trends:
The increasing demand for smartphones across the globe is one of the key factors driving the growth of the market. In-app purchases are primarily made through smartphone-based applications to gain access to premium content and application features. Additionally, the widespread product adoption in health and fitness applications due to the rising health consciousness among the masses is favoring the market growth. The users can purchase access to trainers, customized diet plans, regular health checks and discounted products through in-app purchases. Moreover, the integration of digital wallets for in-app purchases is providing a thrust to the market growth. These online payment solutions are highly convenient, secure and aid in

+44 20 8123 2220
info@marketpublishers.com

making the payment process smoother and faster. In line with this, the increasing product demand in gaming applications for purchasing speed upgrades, hints and additional cosmetic items for characters is positively impacting the market growth. Other factors, including the increasing penetration of high-speed internet, along with the increasing expenditure capacities of the consumers, are anticipated to drive the market toward growth.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global in-app purchase market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, operating system and app category.

Breakup by Type:

Consumable
Non-Consumable
Subscription

Breakup by Operating System:

Android
iOS
Others

Breakup by App Category:

Gaming
Entertainment and Music
Health and Fitness
Travel and Hospitality
Retail and E-Commerce
Education and Learning
Others

Breakup by Region:

North America
United States

+44 20 8123 2220
info@marketpublishers.com

Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Apple Inc, Epic Games Inc., Google LLC (Alphabet Inc.), King.com Limited (Activision Blizzard Inc.), Netflix Inc, Rakuten Group Inc., Sony Corporation, Spotify Technology S.A., Tencent Holdings Ltd., The Walt Disney Company and Tinder (Match Group Inc.).

Key Questions Answered in This Report

1. What was the size of the global in-app purchase market in 2022?
2. What is the expected growth rate of the global in-app purchase market during 2023-2028?
3. What has been the impact of COVID-19 on the global in-app purchase market?
4. What are the key factors driving the global in-app purchase market?
5. What is the breakup of the global in-app purchase market based on the type?
6. What is the breakup of the global in-app purchase market based on the operating

+44 20 8123 2220
info@marketpublishers.com

system?
7. What is the breakup of the global in-app purchase market based on the app category?
8. What are the key regions in the global in-app purchase market?
9. Who are the key players/companies in the global in-app purchase market?

+44 20 8123 2220
info@marketpublishers.com

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL IN-APP PURCHASE MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

6.1 Consumable
  6.1.1 Market Trends
  6.1.2 Market Forecast
6.2 Non-Consumable
  6.2.1 Market Trends
  6.2.2 Market Forecast
6.3 Subscription

+44 20 8123 2220
info@marketpublishers.com

6.3.1 Market Trends
6.3.2 Market Forecast

7 MARKET BREAKUP BY OPERATING SYSTEM

7.1 Android
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 iOS
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Others
7.3.1 Market Trends
7.3.2 Market Forecast

8 MARKET BREAKUP BY APP CATEGORY

8.1 Gaming
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Entertainment and Music
8.2.1 Market Trends
8.2.2 Market Forecast
8.3 Health and Fitness
8.3.1 Market Trends
8.3.2 Market Forecast
8.4 Travel and Hospitality
8.4.1 Market Trends
8.4.2 Market Forecast
8.5 Retail and E-Commerce
8.5.1 Market Trends
8.5.2 Market Forecast
8.6 Education and Learning
8.6.1 Market Trends
8.6.2 Market Forecast
8.7 Others
8.7.1 Market Trends
8.7.2 Market Forecast

+44 20 8123 2220
info@marketpublishers.com

9 MARKET BREAKUP BY REGION

9.1 North America
9.1.1 United States
9.1.1.1 Market Trends
9.1.1.2 Market Forecast
9.1.2 Canada
9.1.2.1 Market Trends
9.1.2.2 Market Forecast
9.2 Asia-Pacific
9.2.1 China
9.2.1.1 Market Trends
9.2.1.2 Market Forecast
9.2.2 Japan
9.2.2.1 Market Trends
9.2.2.2 Market Forecast
9.2.3 India
9.2.3.1 Market Trends
9.2.3.2 Market Forecast
9.2.4 South Korea
9.2.4.1 Market Trends
9.2.4.2 Market Forecast
9.2.5 Australia
9.2.5.1 Market Trends
9.2.5.2 Market Forecast
9.2.6 Indonesia
9.2.6.1 Market Trends
9.2.6.2 Market Forecast
9.2.7 Others
9.2.7.1 Market Trends
9.2.7.2 Market Forecast
9.3 Europe
9.3.1 Germany
9.3.1.1 Market Trends
9.3.1.2 Market Forecast
9.3.2 France
9.3.2.1 Market Trends
9.3.2.2 Market Forecast
9.3.3 United Kingdom

+44 20 8123 2220
info@marketpublishers.com

9.3.3.1 Market Trends
9.3.3.2 Market Forecast
9.3.4 Italy
9.3.4.1 Market Trends
9.3.4.2 Market Forecast
9.3.5 Spain
9.3.5.1 Market Trends
9.3.5.2 Market Forecast
9.3.6 Russia
9.3.6.1 Market Trends
9.3.6.2 Market Forecast
9.3.7 Others
9.3.7.1 Market Trends
9.3.7.2 Market Forecast
9.4 Latin America
9.4.1 Brazil
9.4.1.1 Market Trends
9.4.1.2 Market Forecast
9.4.2 Mexico
9.4.2.1 Market Trends
9.4.2.2 Market Forecast
9.4.3 Others
9.4.3.1 Market Trends
9.4.3.2 Market Forecast
9.5 Middle East and Africa
9.5.1 Market Trends
9.5.2 Market Breakup by Country
9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview
10.2 Strengths
10.3 Weaknesses
10.4 Opportunities
10.5 Threats

11 VALUE CHAIN ANALYSIS

+44 20 8123 2220
info@marketpublishers.com

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview
12.2 Bargaining Power of Buyers
12.3 Bargaining Power of Suppliers
12.4 Degree of Competition
12.5 Threat of New Entrants
12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure
14.2 Key Players
14.3 Profiles of Key Players
  14.3.1 Apple Inc
    14.3.1.1 Company Overview
    14.3.1.2 Product Portfolio
    14.3.1.3 Financials
    14.3.1.4 SWOT Analysis
  14.3.2 Epic Games Inc.
    14.3.2.1 Company Overview
    14.3.2.2 Product Portfolio
  14.3.3 Google LLC (Alphabet Inc.)
    14.3.3.1 Company Overview
    14.3.3.2 Product Portfolio
    14.3.3.3 SWOT Analysis
  14.3.4 King.com Limited (Activision Blizzard Inc.)
    14.3.4.1 Company Overview
    14.3.4.2 Product Portfolio
  14.3.5 Netflix Inc
    14.3.5.1 Company Overview
    14.3.5.2 Product Portfolio
    14.3.5.3 Financials
    14.3.5.4 SWOT Analysis
  14.3.6 Rakuten Group Inc.
    14.3.6.1 Company Overview
    14.3.6.2 Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

14.3.6.3 Financials
14.3.6.4 SWOT Analysis
14.3.7 Sony Corporation
14.3.7.1 Company Overview
14.3.7.2 Product Portfolio
14.3.7.3 Financials
14.3.7.4 SWOT Analysis
14.3.8 Spotify Technology S.A.
14.3.8.1 Company Overview
14.3.8.2 Product Portfolio
14.3.8.3 Financials
14.3.8.4 SWOT Analysis
14.3.9 Tencent Holdings Ltd.
14.3.9.1 Company Overview
14.3.9.2 Product Portfolio
14.3.9.3 Financials
14.3.10 The Walt Disney Company
14.3.10.1 Company Overview
14.3.10.2 Product Portfolio
14.3.10.3 Financials
14.3.10.4 SWOT Analysis
14.3.11 Tinder (Match Group Inc.)
14.3.11.1 Company Overview
14.3.11.2 Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Global: In-App Purchase Market: Key Industry Highlights, 2022 and 2028
Table 2: Global: In-App Purchase Market Forecast: Breakup by Type (in Million US$), 2023-2028
Table 3: Global: In-App Purchase Market Forecast: Breakup by Operating System (in Million US$), 2023-2028
Table 4: Global: In-App Purchase Market Forecast: Breakup by App Category (in Million US$), 2023-2028
Table 5: Global: In-App Purchase Market Forecast: Breakup by Region (in Million US$), 2023-2028
Table 6: Global: In-App Purchase Market: Competitive Structure
Table 7: Global: In-App Purchase Market: Key Players

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Global: In-App Purchase Market: Major Drivers and Challenges
Figure 2: Global: In-App Purchase Market: Sales Value (in Billion US$), 2017-2022
Figure 3: Global: In-App Purchase Market Forecast: Sales Value (in Billion US$), 2023-2028
Figure 4: Global: In-App Purchase Market: Breakup by Type (in %), 2022
Figure 5: Global: In-App Purchase Market: Breakup by Operating System (in %), 2022
Figure 6: Global: In-App Purchase Market: Breakup by App Category (in %), 2022
Figure 7: Global: In-App Purchase Market: Breakup by Region (in %), 2022
Figure 8: Global: In-App Purchase (Consumable) Market: Sales Value (in Million US$), 2017 & 2022
Figure 9: Global: In-App Purchase (Consumable) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 10: Global: In-App Purchase (Non-Consumable) Market: Sales Value (in Million US$), 2017 & 2022
Figure 11: Global: In-App Purchase (Non-Consumable) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 12: Global: In-App Purchase (Subscription) Market: Sales Value (in Million US$), 2017 & 2022
Figure 13: Global: In-App Purchase (Subscription) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 14: Global: In-App Purchase (Android) Market: Sales Value (in Million US$), 2017 & 2022
Figure 15: Global: In-App Purchase (Android) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 16: Global: In-App Purchase (iOS) Market: Sales Value (in Million US$), 2017 & 2022
Figure 17: Global: In-App Purchase (iOS) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 18: Global: In-App Purchase (Other Operating Systems) Market: Sales Value (in Million US$), 2017 & 2022
Figure 19: Global: In-App Purchase (Other Operating Systems) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 20: Global: In-App Purchase (Gaming) Market: Sales Value (in Million US$), 2017 & 2022
Figure 21: Global: In-App Purchase (Gaming) Market Forecast: Sales Value (in Million

+44 20 8123 2220
info@marketpublishers.com

US$), 2023-2028
Figure 22: Global: In-App Purchase (Entertainment and Music) Market: Sales Value (in Million US$), 2017 & 2022
Figure 23: Global: In-App Purchase (Entertainment and Music) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 24: Global: In-App Purchase (Health and Fitness) Market: Sales Value (in Million US$), 2017 & 2022
Figure 25: Global: In-App Purchase (Health and Fitness) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 26: Global: In-App Purchase (Travel and Hospitality) Market: Sales Value (in Million US$), 2017 & 2022
Figure 27: Global: In-App Purchase (Travel and Hospitality) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 28: Global: In-App Purchase (Retail and E-Commerce) Market: Sales Value (in Million US$), 2017 & 2022
Figure 29: Global: In-App Purchase (Retail and E-Commerce) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 30: Global: In-App Purchase (Education and Learning) Market: Sales Value (in Million US$), 2017 & 2022
Figure 31: Global: In-App Purchase (Education and Learning) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 32: Global: In-App Purchase (Other App Categories) Market: Sales Value (in Million US$), 2017 & 2022
Figure 33: Global: In-App Purchase (Other App Categories) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 34: North America: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 35: North America: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 36: United States: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 37: United States: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 38: Canada: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 39: Canada: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 40: Asia-Pacific: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 41: Asia-Pacific: In-App Purchase Market Forecast: Sales Value (in Million US$),

+44 20 8123 2220
info@marketpublishers.com

2023-2028
Figure 42: China: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 43: China: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 44: Japan: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 45: Japan: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 46: India: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 47: India: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 48: South Korea: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 49: South Korea: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 50: Australia: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 51: Australia: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 52: Indonesia: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 53: Indonesia: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 54: Others: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 55: Others: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 56: Europe: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 57: Europe: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 58: Germany: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 59: Germany: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 60: France: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 61: France: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 62: United Kingdom: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 63: United Kingdom: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028

+44 20 8123 2220
info@marketpublishers.com

Figure 64: Italy: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 65: Italy: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 66: Spain: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 67: Spain: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 68: Russia: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 69: Russia: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 70: Others: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 71: Others: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 72: Latin America: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 73: Latin America: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 74: Brazil: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 75: Brazil: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 76: Mexico: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 77: Mexico: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 78: Others: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 79: Others: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 80: Middle East and Africa: In-App Purchase Market: Sales Value (in Million US$), 2017 & 2022
Figure 81: Middle East and Africa: In-App Purchase Market: Breakup by Country (in %), 2022
Figure 82: Middle East and Africa: In-App Purchase Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 83: Global: In-App Purchase Industry: SWOT Analysis
Figure 84: Global: In-App Purchase Industry: Value Chain Analysis
Figure 85: Global: In-App Purchase Industry: Porter's Five Forces Analysis

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: In-App Purchase Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: https://marketpublishers.com/r/I155359CB5A8EN.html

Price: US$ 2,499.00 (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/I155359CB5A8EN.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

Custumer 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

+44 20 8123 2220
info@marketpublishers.com