

# **Mobile Cloud Market by Service (Infrastructure, Platform, Software), Deployment (Public, Private, Hybrid), User (Enterprise, Consumer), Application (Gaming, Finance and Business, Entertainment, Education, Healthcare, Travel, and Others), and Region 2023-2028**

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## **Abstracts**

The global mobile cloud market size reached US\$ 55.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 177.3 Billion by 2028, exhibiting a growth rate (CAGR) of 19.6% during 2023-2028. Increasing convergence of mobile and cloud technology due to the widespread use of connected mobile devices, the escalating demand for real-time services to run sophisticated applications on mobile devices, and continual technological advancements in wireless technology and cloud computing represent some of the key factors driving the market.

Mobile cloud refers to cloud-based information, programs, and services designed specifically for mobile and other portable devices. This is a hybrid computing solution which combines cloud computing, wireless networks, and mobile computing to enhance resources for mobile users, network operators, and computing providers. Mobile clouds utilize cloud computing to deliver applications and services that are powered by remote cloud servers or environments. There are three key deployment models of mobile cloud that include public, private, and hybrid, which offer services to subscribers based on their needs. With this technology, data processing and storage happen outside of mobile devices, thus providing improved synchronization of data since data is stored in one place and accessible from anywhere. By leveraging this IT architecture, mobile cloud computing applications efficiently maximize battery life, improve reliability and scalability, increase storage capacity and processing power, and simplify integration.

The convergence of mobile and cloud technology due to the increasing use of connected mobile devices requiring high computational power is one of the key factors driving the growth of the market. This can be attributed to the easy availability and the widespread usage of smart mobile devices among the masses. The escalating demand for real-time services to run sophisticated applications on mobile devices is also acting as a significant growth-inducing factor for the market. Additionally, continual technological advancements in wireless technology and cloud computing, such as HTML5 technology, are creating a positive market outlook. In line with this, the increasing adoption of multimodal communication in numerous end-use industries is providing an impetus to the market on the global level. Moreover, a considerable rise in the consumer demand for ease of delivering competent cloud-based applications is creating lucrative opportunities in the market. The incorporation of artificial intelligence (AI), machine learning (ML), and the internet of things (IoT) due to the augmenting need for service automation are further fueling the market. Some of the other factors propelling the market are increasing investments for improvements in network connections, growing requirements for centralized data management, rapid utilization of smartphones in various end-use applications, the advent of 5G network, and extensive research and development (R&D) activities.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mobile cloud market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on service, deployment, user, and application.

#### Service Insights

Infrastructure

Platform

Software

The report has provided a detailed breakup and analysis of the mobile cloud market based on the service. This includes infrastructure, platform, and service.

#### Deployment Insights

Public

Private

## Hybrid

The report has provided a detailed breakup and analysis of the mobile cloud market based on the deployment. This includes public, private, and hybrid. According to the report, private exhibited a clear dominance in the market.

## User Insights

Enterprise

Consumer

A detailed breakup and analysis of the mobile cloud market based on user has also been provided in the report. This includes enterprise and consumer. According to the report, enterprise accounted for the largest market share.

## Application Insights

Gaming

Finance and Business

Entertainment

Education

Healthcare

Travel

Others

The report has provided a detailed breakup and analysis of the mobile cloud market based on the application. This includes gaming, finance and business, entertainment, education, healthcare, travel, and others. According to the report, entertainment represented the largest segment.

## Regional Insights

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy  
Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for mobile cloud. Some of the factors driving the North America mobile cloud market included its shifting preference toward cloud and cloud-based operations from onsite operations, continual technological advancements, rising number of professional gamers, etc.

#### Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global mobile cloud market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Alibaba Group, Amazon Web Services Inc. (Amazon.com Inc.), Apple Inc., Google LLC (Alphabet Inc.), International Business Machines Corporation, Kony Inc (Temenos AG), Microsoft Corporation, Oracle Corporation, Salesforce Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global mobile cloud market performed so far and how will it perform in the

coming years?

What are the drivers, restraints, and opportunities in the global mobile cloud market?

What are the key regional markets?

Which countries represent the most attractive mobile cloud markets?

What is the breakup of the market based on the service?

What is the breakup of the market based on the deployment?

What is the breakup of the market based on user?

What is the breakup of the market based on the application?

What is the competitive structure of the global mobile cloud market?

Who are the key players/companies in the global mobile cloud market?

## 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 MOBILE CLOUD MARKET

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

### 6 MARKET BREAKUP BY SERVICE

- 6.1 Infrastructure
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Platform
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Software

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY DEPLOYMENT**

7.1 Public

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Private

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Hybrid

7.3.1 Market Trends

7.3.2 Market Forecast

## **8 MARKET BREAKUP BY USER**

8.1 Enterprise

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Consumer

8.2.1 Market Trends

8.2.2 Market Forecast

## **9 MARKET BREAKUP BY APPLICATION**

9.1 Gaming

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Finance and Business

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Entertainment

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Education

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Healthcare

- 9.5.1 Market Trends
- 9.5.2 Market Forecast
- 9.6 Travel
  - 9.6.1 Market Trends
  - 9.6.2 Market Forecast
- 9.7 Others
  - 9.7.1 Market Trends
  - 9.7.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

- 10.1 North America
  - 10.1.1 United States
    - 10.1.1.1 Market Trends
    - 10.1.1.2 Market Forecast
  - 10.1.2 Canada
    - 10.1.2.1 Market Trends
    - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends



- 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy
    - 10.3.4.1 Market Trends
    - 10.3.4.2 Market Forecast
  - 10.3.5 Spain
    - 10.3.5.1 Market Trends
    - 10.3.5.2 Market Forecast
  - 10.3.6 Russia
    - 10.3.6.1 Market Trends
    - 10.3.6.2 Market Forecast
  - 10.3.7 Others
    - 10.3.7.1 Market Trends
    - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Alibaba Group
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
    - 15.3.1.3 Financials
    - 15.3.1.4 SWOT Analysis
  - 15.3.2 Amazon Web Services Inc. (Amazon.com Inc.)
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
    - 15.3.2.3 SWOT Analysis
  - 15.3.3 Apple Inc.
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
    - 15.3.3.3 Financials
    - 15.3.3.4 SWOT Analysis
  - 15.3.4 Google LLC (Alphabet Inc.)

- 15.3.4.1 Company Overview
- 15.3.4.2 Product Portfolio
- 15.3.4.3 SWOT Analysis
- 15.3.5 International Business Machines Corporation
  - 15.3.5.1 Company Overview
  - 15.3.5.2 Product Portfolio
  - 15.3.5.3 Financials
  - 15.3.5.4 SWOT Analysis
- 15.3.6 Kony Inc (Temenos AG)
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
- 15.3.7 Microsoft Corporation
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
  - 15.3.7.3 Financials
  - 15.3.7.4 SWOT Analysis
- 15.3.8 Oracle Corporation
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
  - 15.3.8.3 Financials
  - 15.3.8.4 SWOT Analysis
- 15.3.9 Salesforce Inc.
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
  - 15.3.9.3 Financials
  - 15.3.9.4 SWOT Analysis

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report

## List Of Tables

### LIST OF TABLES

Table 1: Global: Mobile Cloud Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Mobile Cloud Market Forecast: Breakup by Service (in Million US\$), 2023-2028

Table 3: Global: Mobile Cloud Market Forecast: Breakup by Deployment (in Million US\$), 2023-2028

Table 4: Global: Mobile Cloud Market Forecast: Breakup by User (in Million US\$), 2023-2028

Table 5: Global: Mobile Cloud Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 6: Global: Mobile Cloud Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Mobile Cloud Market: Competitive Structure

Table 8: Global: Mobile Cloud Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Mobile Cloud Market: Major Drivers and Challenges

Figure 2: Global: Mobile Cloud Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Mobile Cloud Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Mobile Cloud Market: Breakup by Service (in %), 2022

Figure 5: Global: Mobile Cloud Market: Breakup by Deployment (in %), 2022

Figure 6: Global: Mobile Cloud Market: Breakup by User (in %), 2022

Figure 7: Global: Mobile Cloud Market: Breakup by Application (in %), 2022

Figure 8: Global: Mobile Cloud Market: Breakup by Region (in %), 2022

Figure 9: Global: Mobile Cloud (Infrastructure) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Mobile Cloud (Infrastructure) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Mobile Cloud (Platform) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Mobile Cloud (Platform) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Mobile Cloud (Software) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Mobile Cloud (Software) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Mobile Cloud (Public) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Mobile Cloud (Public) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Mobile Cloud (Private) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Mobile Cloud (Private) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Mobile Cloud (Hybrid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Mobile Cloud (Hybrid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Mobile Cloud (Enterprise) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Mobile Cloud (Enterprise) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Mobile Cloud (Consumer) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Mobile Cloud (Consumer) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Mobile Cloud (Gaming) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Mobile Cloud (Gaming) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Mobile Cloud (Finance and Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Mobile Cloud (Finance and Business) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Mobile Cloud (Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Mobile Cloud (Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Mobile Cloud (Education) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Mobile Cloud (Education) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Mobile Cloud (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Mobile Cloud (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Mobile Cloud (Travel) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Mobile Cloud (Travel) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Mobile Cloud (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Mobile Cloud (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: North America: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: North America: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: United States: Mobile Cloud Market: Sales Value (in Million US\$), 2017 &

2022

Figure 42: United States: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Canada: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Canada: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia-Pacific: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia-Pacific: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: China: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: China: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Japan: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Japan: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: India: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: India: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: South Korea: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: South Korea: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Australia: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Australia: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Indonesia: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Indonesia: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Europe: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Europe: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Germany: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Germany: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: France: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: France: Mobile Cloud Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 67: United Kingdom: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: United Kingdom: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Italy: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Italy: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Spain: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Spain: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Russia: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Russia: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Others: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Others: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Latin America: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Latin America: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Brazil: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Brazil: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Mexico: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Mexico: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Others: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Others: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Middle East and Africa: Mobile Cloud Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Middle East and Africa: Mobile Cloud Market: Breakup by Country (in %), 2022

Figure 87: Middle East and Africa: Mobile Cloud Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Global: Mobile Cloud Industry: Drivers, Restraints, and Opportunities

Figure 89: Global: Mobile Cloud Industry: Value Chain Analysis

Figure 90: Global: Mobile Cloud Industry: Porter's Five Forces Analysis



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