

Asia Pacific Mobile Application Market By Store Type (Apple, Android and Others), By Application (Gaming, Music & Entertainment, Health & Fitness, Social Networking, Retail & e-commerce and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Mobile Application Market would witness market growth of 9.5% CAGR during the forecast period (2020-2026).

Apart from gaming and healthcare apps, apps for music and entertainment also hold profitable opportunities to make business revenues. There is a rising demand for streaming apps and it is expected to boost the music & entertainment apps in the market growth. Live streaming apps like YouTube, Netflix, and Instagram allow users to air live videos in order to reach a broader audience. Moreover, these apps have gained the attention of social media influencers and content creators so that they can be able to engage audiences on a daily basis, and enhancing the ranking of their accounts and channels. Moreover, the COVID-19 outbreak has a positive impact on the growth of OTT applications because people had enough time to engage in leisure activities. Because of all these the amount of time that was spent on OTT applications has increased considerably during this pandemic time. Consequently, entertainment applications have also shown a sudden enhancement in demand. Though, many governments are now re-opening the economies post the pandemic containment is likely to bring the gradual growth in the segment of entertainment to normal levels.

One of the fastest-growing markets is the mobile application and it is expected to grow at a substantial rate majorly due to amplified penetration of the internet and smartphones. The factors that boost the market for mobile applications include the increased application of improved Virtual Reality. Nowadays the smartphones are

assisting the sensors such as accelerometers, gyroscope, and motion sensors in the tablets and smartphones in order to make sure the capability of VR, and AR & VR on the mobile phone via different apps. 'Pok?mon Go' is an example of one such app. This has also been exaggerated by the dominance of IoT mainly in smartphones. All the temperature, lighting, security controls, and music are controlled by mobile applications that are connected through Bluetooth, or Bluetooth. Mobile applications are becoming a companion for any smartphone user for both native applications by reliable developers and some Third-party developer applications. The rise of the mobile application is substantial which mainly includes many several categories of mobile app usage. As there is an interactive and better and user interface, and evolving third party applications developers are now penetrating the market.

Based on Store Type, the market is segmented into Apple, Android and Others. Based on Application, the market is segmented into Gaming, Music & Entertainment, Health & Fitness, Social Networking, Retail & e-commerce and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Google, Inc., Apple, Inc., Hewlett Packard Enterprise Company, IBM Corporation, Microsoft Corporation, Cognizant Technology Solutions Corporation, Netflix, Inc., Broadcom, Inc. (CA Technologies, Inc.), Intellectsoft LLC, and Verbat Technologies LLC.

Scope of the Study

Market Segmentation:

By Store Type

Apple

Android

Others

By Application

Gaming

Music & Entertainment

Health & Fitness

Social Networking

Retail & e-commerce

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Google, Inc.

Apple, Inc.

Hewlett Packard Enterprise Company

IBM Corporation

Microsoft Corporation

Cognizant Technology Solutions Corporation

Netflix, Inc.

Broadcom, Inc. (CA Technologies, Inc.)

Intellectsoft LLC

Verbat Technologies LLC

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