

Europe 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

<https://marketpublishers.com/r/ED722C389C05EN.html>

Date: November 2020

Pages: 105

Price: US\$ 1,500.00 (Single User License)

ID: ED722C389C05EN

Abstracts

The Europe Mobile Application Market would witness market growth of 8.7% CAGR during the forecast period (2020-2026).

Growing focus on keeping a healthier lifestyle and increasing demand for having real-time access to the health data to support the users with the workout, health management, nutrition and diet, and other physical activities are the main factors that are driving the growth of the market. In addition to all these, some other factors such as smartphone proliferation, lowering internet cost, rise in flexible income, as well as resulting increase in in-app purchases, especially gaming apps, are cooperatively driving the growth.

Furthermore, during the COVID-19 pandemic across the globe, on-demand live video consultation apps have shown an increased download. Though remote consultation services exhibited growth in the last few years, it is observed that there has been a rapid increase in the on-demand live video consultations amid the prevalent lockdowns. Apart from it, the COVID-19 pandemic has a negative impact on the mental health and anxiety levels of the individuals due to restrictions that were imposed on the movement and the panic of getting infected has flagged the way for growth for the online consultation services. The mobile applications are also beneficial in the form that easy user-interface and remote health monitoring have amplified downloads of healthcare application for easy health consultations.

A rise in the adoption of different devices and an increase in customer base in the e-commerce industry are the main factors boosting the market growth of mobile apps. In addition to all these, factors like continuous growth in the apps of enterprise increased focus on apps that are used for health & fitness, and higher download and in-app purchases of gaming apps will fuel the growth of the market. Though in undeveloped and developing regions, there is a lack of high-speed connectivity and uncertainties of enterprises that are developing their own applications are anticipated to hamper the growth of the market. Moreover, a rise in digitization investment and surge in adoption of the internet of things technology and increased use of smart objects connected to mobiles are likely to offer major prospects for market growth during the foreseeable period of time.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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