

Global 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 Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Mobile Application Market size is expected to reach \$278 billion by 2026, rising at a market growth of 8.9% CAGR during the forecast period. The mobile application is basically a type of software application that is designed in such a way in order that it can run on various smartphones, tablets, smartphones, and computer tablets. Mobile applications commonly facilitate users with parallel services to those that can be accessed on PCs. The key mobile application is helpful for the users in order to connect them to internet services by aiding them to use the internet on their devices.

The mobile application market drifts mainly include a surge in the adoption of different devices and an increase in customer base in the e-commerce industry, these factors are driving the growth of the market. In addition to it, augmented focus on apps explicitly used for health & fitness, continuous rise in enterprise apps, and high downloads and in-app purchasing for gaming apps will drive the growth of the market.

The increasing Internet penetration that is resulting in data usage, mainly in developing countries like China, India, and Brazil is the major factor that boosting the growth of the market. From the past years, the Internet has appeared as one of the primary mediums of communication through several devices, such as tablets, smartphones, and laptops, among others. From the past few decades, it is observed that there has been an increase in the number of mobile application buyers due to rapid growth in the product assortment, e-commerce industry, and various discounts and offers available only on e-platforms. The accessibility of low-cost data plans given by telecom operators, which

lessens the cost of mobile internet and it attracts more and more in the number of users online is an additional factor that speeds up mobile application downloads in a variety of platforms.

Due to the outbreak of COVID-19, it is seen that the gaming, social media, and entertainment-based applications had the utmost number of downloads than other applications. Also, the demand for healthcare, e-commerce, and educational applications has also shown strong growth. Due to the shift to remote learning, educational apps have provided lucrative growth opportunities to numerous tech companies, and online portals like Zoom, Google Classroom, and Microsoft Teams.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Product Launches and Partnerships. Based on the Analysis presented in the Cardinal matrix; Google, Inc., Apple, Inc., and Microsoft Corporation are the forerunners in the Mobile Application Market. Companies such as IBM Corporation, Broadcom, Inc., Hewlett Packard Enterprise Company, Cognizant Technology Solutions Corporation, and Netflix, Inc. are some of the key innovators in the market.

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.

Strategies deployed in Mobile Application Market

Partnerships, Collaborations, and Agreements:

Sep-2020: Apple came into partnership with the government of Singapore. The partnership was formed on the health initiative LumiHealth, a personalized program for encouraging healthy activity and behaviors using Apple Watch. LumiHealth uses technology and behavioral insights to encourage Singaporeans to keep healthy and complete wellness challenges through their Apple Watch and iPhone.

Apr-2020: Apple collaborated with Google, Inc., a multinational technology company. The collaboration was focused on enabling the use of Bluetooth technology for helping governments and health agencies reduce the spread of the virus, with user privacy and security central to the design. To further this cause, Apple and Google were aimed to launch a comprehensive solution that includes application programming interfaces (APIs) and operating system-level technology to assist in enabling contact tracing.

Mar-2018: IBM came into collaboration with Apple, a multinational technology company. The companies made the business apps running on Apple devices more intelligent by integrating IBM Watson machine learning with Apple Core ML. Core ML enables customers to build a machine learning model using Watson to combine it with the iPhone camera to identify the make and model to order the correct parts for a machine.

Acquisition and Mergers:

Aug-2020: Apple acquired Mobeewave Inc., a startup with technology that could transform iPhones into mobile payment terminals. Following the acquisition, Mobeewave's technology helped shoppers tap their credit card or smartphone on another phone to process a payment. The system works with an app and doesn't require hardware beyond a Near Field Communications, or NFC, chip.

Jan-2020: Google acquired AppSheet, a no-code mobile-application-building platform. The acquisition enabled Google in providing simple ways for companies to build mobile apps without having to write a line of code.

Aug-2019: Google announced the acquisition of Socratic, a developer of an online question-and-answer community and educational content library. It also launched the tool as an AI-powered mobile learning app. The newest iteration of Socratic is a mobile app that helps students to take a photo of a question, and get videos, tutorials, and other resources from the web that help them understand the underlying concepts to solve the problem. The app also supports speech recognition so users can also ask questions through voice.

Product Launches and Product Expansions:

Oct-2020: IBM Watson Health is unveiling Digital Health Pass, an app for organizations to check people's health status before letting them in public spaces like sports stadiums, airplanes, and workplaces. Users can present a verified health status based on different data sources, such as vaccination status or COVID-19 test, for entering the public locations, to avoid potential virus transmission.

Jul-2020: IBM Watson Media announced the launch of the IBM live-streaming video mobile application. This application is an enterprise-ready broadcasting tool providing enterprise businesses a solution enriched with security and impeccable features. The video streaming mobile application facilitates multiple live-streamed videos.

May-2020: Microsoft is introducing a new Family Safety app for iOS and Android. Parents can use the Family Safety app for receiving reports on app usage and overall

screen time and even set app time limits with the ability for children to request extensions. Microsoft Family Safety also syncs across Windows, Xbox, and Android, so time limits for games and apps will be synced across multiple devices. This prevents kids from swapping devices to get some extra hours to play Minecraft or Fortnite.

Nov-2019: Apple introduced the Apple Developer mobile app, a new resource for more than 23 million registered members of its developer community. The app has expanded to include other relevant resources like technical and design articles, developer news and updates, videos, and more. It also provides a way for developers to enroll in the Apple Developer program and maintain their membership.

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 Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Mobile Application Market, by Store Type
 - 1.4.2 Global Mobile Application Market, by Application
 - 1.4.3 Global Mobile Application Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Geographical Expansions
 - 3.2.4 Acquisition and Mergers
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions : 2016, Nov – 2020, Oct) Leading Players

CHAPTER 4. GLOBAL MOBILE APPLICATION MARKET BY STORE TYPE

- 4.1 Global Apple Mobile Application Market by Region

4.2 Global Android Mobile Application Market by Region

4.3 Global Other Store Type Mobile Application Market by Region

CHAPTER 5. GLOBAL MOBILE APPLICATION MARKET BY APPLICATION

5.1 Global Gaming Mobile Application Market by Region

5.2 Global Music & Entertainment Mobile Application Market by Region

5.3 Global Health & Fitness Mobile Application Market by Region

5.4 Global Social Networking Mobile Application Market by Region

5.5 Global Retail & e-commerce Mobile Application Market by Region

5.6 Global Others Mobile Application Market by Region

CHAPTER 6. GLOBAL MOBILE APPLICATION MARKET BY REGION

6.1 North America Mobile Application Market

6.1.1 North America Mobile Application Market by Store Type

6.1.1.1 North America Apple Mobile Application Market by Country

6.1.1.2 North America Android Mobile Application Market by Country

6.1.1.3 North America Other Store Type Mobile Application Market by Country

6.1.2 North America Mobile Application Market by Application

6.1.2.1 North America Gaming Mobile Application Market by Country

6.1.2.2 North America Music & Entertainment Mobile Application Market by Country

6.1.2.3 North America Health & Fitness Mobile Application Market by Country

6.1.2.4 North America Social Networking Mobile Application Market by Country

6.1.2.5 North America Retail & e-commerce Mobile Application Market by Country

6.1.2.6 North America Others Mobile Application Market by Country

6.1.3 North America Mobile Application Market by Country

6.1.3.1 US Mobile Application Market

6.1.3.1.1 US Mobile Application Market by Store Type

6.1.3.1.2 US Mobile Application Market by Application

6.1.3.2 Canada Mobile Application Market

6.1.3.2.1 Canada Mobile Application Market by Store Type

6.1.3.2.2 Canada Mobile Application Market by Application

6.1.3.3 Mexico Mobile Application Market

6.1.3.3.1 Mexico Mobile Application Market by Store Type

6.1.3.3.2 Mexico Mobile Application Market by Application

6.1.3.4 Rest of North America Mobile Application Market

6.1.3.4.1 Rest of North America Mobile Application Market by Store Type

6.1.3.4.2 Rest of North America Mobile Application Market by Application

6.2 Europe Mobile Application Market

6.2.1 Europe Mobile Application Market by Store Type

6.2.1.1 Europe Apple Mobile Application Market by Country

6.2.1.2 Europe Android Mobile Application Market by Country

6.2.1.3 Europe Other Store Type Mobile Application Market by Country

6.2.2 Europe Mobile Application Market by Application

6.2.2.1 Europe Gaming Mobile Application Market by Country

6.2.2.2 Europe Music & Entertainment Mobile Application Market by Country

6.2.2.3 Europe Health & Fitness Mobile Application Market by Country

6.2.2.4 Europe Social Networking Mobile Application Market by Country

6.2.2.5 Europe Retail & e-commerce Mobile Application Market by Country

6.2.2.6 Europe Others Mobile Application Market by Country

6.2.3 Europe Mobile Application Market by Country

6.2.3.1 Germany Mobile Application Market

6.2.3.1.1 Germany Mobile Application Market by Store Type

6.2.3.1.2 Germany Mobile Application Market by Application

6.2.3.2 UK Mobile Application Market

6.2.3.2.1 UK Mobile Application Market by Store Type

6.2.3.2.2 UK Mobile Application Market by Application

6.2.3.3 France Mobile Application Market

6.2.3.3.1 France Mobile Application Market by Store Type

6.2.3.3.2 France Mobile Application Market by Application

6.2.3.4 Russia Mobile Application Market

6.2.3.4.1 Russia Mobile Application Market by Store Type

6.2.3.4.2 Russia Mobile Application Market by Application

6.2.3.5 Spain Mobile Application Market

6.2.3.5.1 Spain Mobile Application Market by Store Type

6.2.3.5.2 Spain Mobile Application Market by Application

6.2.3.6 Italy Mobile Application Market

6.2.3.6.1 Italy Mobile Application Market by Store Type

6.2.3.6.2 Italy Mobile Application Market by Application

6.2.3.7 Rest of Europe Mobile Application Market

6.2.3.7.1 Rest of Europe Mobile Application Market by Store Type

6.2.3.7.2 Rest of Europe Mobile Application Market by Application

6.3 Asia Pacific Mobile Application Market

6.3.1 Asia Pacific Mobile Application Market by Store Type

6.3.1.1 Asia Pacific Apple Mobile Application Market by Country

6.3.1.2 Asia Pacific Android Mobile Application Market by Country

6.3.1.3 Asia Pacific Other Store Type Mobile Application Market by Country

- 6.3.2 Asia Pacific Mobile Application Market by Application
 - 6.3.2.1 Asia Pacific Gaming Mobile Application Market by Country
 - 6.3.2.2 Asia Pacific Music & Entertainment Mobile Application Market by Country
 - 6.3.2.3 Asia Pacific Health & Fitness Mobile Application Market by Country
 - 6.3.2.4 Asia Pacific Social Networking Mobile Application Market by Country
 - 6.3.2.5 Asia Pacific Retail & e-commerce Mobile Application Market by Country
 - 6.3.2.6 Asia Pacific Others Mobile Application Market by Country
- 6.3.3 Asia Pacific Mobile Application Market by Country
 - 6.3.3.1 China Mobile Application Market
 - 6.3.3.1.1 China Mobile Application Market by Store Type
 - 6.3.3.1.2 China Mobile Application Market by Application
 - 6.3.3.2 Japan Mobile Application Market
 - 6.3.3.2.1 Japan Mobile Application Market by Store Type
 - 6.3.3.2.2 Japan Mobile Application Market by Application
 - 6.3.3.3 India Mobile Application Market
 - 6.3.3.3.1 India Mobile Application Market by Store Type
 - 6.3.3.3.2 India Mobile Application Market by Application
 - 6.3.3.4 South Korea Mobile Application Market
 - 6.3.3.4.1 South Korea Mobile Application Market by Store Type
 - 6.3.3.4.2 South Korea Mobile Application Market by Application
 - 6.3.3.5 Singapore Mobile Application Market
 - 6.3.3.5.1 Singapore Mobile Application Market by Store Type
 - 6.3.3.5.2 Singapore Mobile Application Market by Application
 - 6.3.3.6 Malaysia Mobile Application Market
 - 6.3.3.6.1 Malaysia Mobile Application Market by Store Type
 - 6.3.3.6.2 Malaysia Mobile Application Market by Application
 - 6.3.3.7 Rest of Asia Pacific Mobile Application Market
 - 6.3.3.7.1 Rest of Asia Pacific Mobile Application Market by Store Type
- 6.4 LAMEA Mobile Application Market
 - 6.4.1 LAMEA Mobile Application Market by Store Type
 - 6.4.1.1 LAMEA Apple Mobile Application Market by Country
 - 6.4.1.2 LAMEA Android Mobile Application Market by Country
 - 6.4.1.3 LAMEA Other Store Type Mobile Application Market by Country
 - 6.4.2 LAMEA Mobile Application Market by Application
 - 6.4.2.1 LAMEA Gaming Mobile Application Market by Country
 - 6.4.2.2 LAMEA Music & Entertainment Mobile Application Market by Country
 - 6.4.2.3 LAMEA Health & Fitness Mobile Application Market by Country
 - 6.4.2.4 LAMEA Social Networking Mobile Application Market by Country
 - 6.4.2.5 LAMEA Retail & e-commerce Mobile Application Market by Country

- 6.4.2.6 LAMEA Others Mobile Application Market by Country
- 6.4.3 LAMEA Mobile Application Market by Country
 - 6.4.3.1 Brazil Mobile Application Market
 - 6.4.3.1.1 Brazil Mobile Application Market by Store Type
 - 6.4.3.1.2 Brazil Mobile Application Market by Application
 - 6.4.3.2 Argentina Mobile Application Market
 - 6.4.3.2.1 Argentina Mobile Application Market by Store Type
 - 6.4.3.2.2 Argentina Mobile Application Market by Application
 - 6.4.3.3 UAE Mobile Application Market
 - 6.4.3.3.1 UAE Mobile Application Market by Store Type
 - 6.4.3.3.2 UAE Mobile Application Market by Application
 - 6.4.3.4 Saudi Arabia Mobile Application Market
 - 6.4.3.4.1 Saudi Arabia Mobile Application Market by Store Type
 - 6.4.3.4.2 Saudi Arabia Mobile Application Market by Application
 - 6.4.3.5 South Africa Mobile Application Market
 - 6.4.3.5.1 South Africa Mobile Application Market by Store Type
 - 6.4.3.5.2 South Africa Mobile Application Market by Application
 - 6.4.3.6 Nigeria Mobile Application Market
 - 6.4.3.6.1 Nigeria Mobile Application Market by Store Type
 - 6.4.3.6.2 Nigeria Mobile Application Market by Application
 - 6.4.3.7 Rest of LAMEA Mobile Application Market
 - 6.4.3.7.1 Rest of LAMEA Mobile Application Market by Store Type
 - 6.4.3.7.2 Rest of LAMEA Mobile Application Market by Application

CHAPTER 7. COMPANY PROFILES

- 7.1 Google, Inc.
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Research & Development Expense
 - 7.1.5 Recent strategies and developments:
 - 7.1.5.1 Acquisition and Mergers:
 - 7.1.6 SWOT Analysis
- 7.2 Apple, Inc.
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Product and Regional Analysis
 - 7.2.4 Research & Development Expense

- 7.2.1 Recent strategies and developments:
 - 7.2.1.1 Partnerships, Collaborations, and Agreements:
 - 7.2.1.2 Acquisition and Mergers:
 - 7.2.1.3 Product Launches and Product Expansions:
 - 7.2.1.4 Geographical Expansions:
- 7.2.2 SWOT Analysis
- 7.3 Hewlett Packard Enterprise Company
 - 7.3.1 Company Overview
 - 7.3.2 Financial Analysis
 - 7.3.3 Segmental Analysis
 - 7.3.4 Research & Development Expense
 - 7.3.5 Recent strategies and developments:
 - 7.3.5.1 Product Launches and Product Expansions:
 - 7.3.6 SWOT Analysis
- 7.4 IBM Corporation
 - 7.4.1 Company Overview
 - 7.4.2 Financial Analysis
 - 7.4.3 Regional & Segmental Analysis
 - 7.4.4 Research & Development Expenses
 - 7.4.5 Recent strategies and developments:
 - 7.4.5.1 Partnerships, Collaborations, and Agreements:
 - 7.4.5.2 Product Launches and Product Expansions:
 - 7.4.6 SWOT Analysis
- 7.5 Microsoft Corporation
 - 7.5.1 Company Overview
 - 7.5.2 Financial Analysis
 - 7.5.3 Segmental and Regional Analysis
 - 7.5.4 Research & Development Expenses
 - 7.5.5 Recent strategies and developments:
 - 7.5.5.1 Acquisition and Mergers:
 - 7.5.5.2 Product Launches and Product Expansions:
 - 7.5.6 SWOT Analysis
- 7.6 Cognizant Technology Solutions Corporation
 - 7.6.1 Company overview
 - 7.6.2 Financial Analysis
 - 7.6.3 Segmental and Regional Analysis
 - 7.6.4 Recent strategies and developments:
 - 7.6.4.1 Partnerships, Collaborations, and Agreements:
 - 7.6.5 SWOT Analysis

7.7 Netflix, Inc.

7.7.1 Company Overview

7.7.2 Financial Analysis

7.7.3 Research & Development Expenses

7.7.4 SWOT Analysis

7.8 Broadcom, Inc. (CA Technologies, Inc.)

7.8.1 Company Overview

7.8.2 Financial Analysis

7.8.3 Segmental and Regional Analysis

7.8.4 Research & Development Expense

7.8.5 Recent strategies and developments:

7.8.5.1 Partnerships, Collaborations, and Agreements:

7.8.5.2 Acquisition and Mergers:

7.8.5.3 Product Launches and Product Expansions:

7.8.6 SWOT Analysis

7.9 Intellectsoft LLC

7.9.1 Company Overview

7.1 Verbat Technologies LLC

7.10.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 2 GLOBAL MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– MOBILE APPLICATION MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– MOBILE APPLICATION MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS– MOBILE APPLICATION MARKET

TABLE 6 ACQUISITION AND MERGERS– MOBILE APPLICATION MARKET

TABLE 7 GLOBAL MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 8 GLOBAL MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 9 GLOBAL APPLE MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 10 GLOBAL APPLE MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 11 GLOBAL ANDROID MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 12 GLOBAL ANDROID MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 13 GLOBAL OTHER STORE TYPE MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 14 GLOBAL OTHER STORE TYPE MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 15 GLOBAL MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 16 GLOBAL MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 17 GLOBAL GAMING MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 18 GLOBAL GAMING MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 19 GLOBAL MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 20 GLOBAL MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET

BY REGION, 2020 - 2026, USD MILLION

TABLE 21 GLOBAL HEALTH & FITNESS MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 22 GLOBAL HEALTH & FITNESS MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 23 GLOBAL SOCIAL NETWORKING MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 24 GLOBAL SOCIAL NETWORKING MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 25 GLOBAL RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 26 GLOBAL RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 27 GLOBAL OTHERS MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 28 GLOBAL OTHERS MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 29 GLOBAL MOBILE APPLICATION MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 30 GLOBAL MOBILE APPLICATION MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 31 NORTH AMERICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 32 NORTH AMERICA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 33 NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 34 NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 35 NORTH AMERICA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 36 NORTH AMERICA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 37 NORTH AMERICA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 38 NORTH AMERICA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 39 NORTH AMERICA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

- TABLE 40 NORTH AMERICA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 41 NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION
- TABLE 42 NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION
- TABLE 43 NORTH AMERICA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 44 NORTH AMERICA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 45 NORTH AMERICA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 46 NORTH AMERICA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 47 NORTH AMERICA HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 48 NORTH AMERICA HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 49 NORTH AMERICA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 50 NORTH AMERICA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 51 NORTH AMERICA RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 52 NORTH AMERICA RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 53 NORTH AMERICA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 54 NORTH AMERICA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 55 NORTH AMERICA MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 56 NORTH AMERICA MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 57 US MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION
- TABLE 58 US MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION
- TABLE 59 US MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION
- TABLE 60 US MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD

MILLION

TABLE 61 US MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 62 US MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 63 CANADA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 64 CANADA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 65 CANADA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 66 CANADA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 67 CANADA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 68 CANADA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 69 MEXICO MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 70 MEXICO MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 71 MEXICO MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 72 MEXICO MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 73 MEXICO MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 74 MEXICO MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 75 REST OF NORTH AMERICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 76 REST OF NORTH AMERICA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 77 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 78 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 79 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 80 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 81 EUROPE MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 82 EUROPE MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 83 EUROPE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 84 EUROPE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 85 EUROPE APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 86 EUROPE APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 87 EUROPE ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 88 EUROPE ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 89 EUROPE OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 90 EUROPE OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 91 EUROPE MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 92 EUROPE MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 93 EUROPE GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 94 EUROPE GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 95 EUROPE MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 96 EUROPE MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 97 EUROPE HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 98 EUROPE HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 99 EUROPE SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 100 EUROPE SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 101 EUROPE RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 102 EUROPE RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY

COUNTRY, 2020 - 2026, USD MILLION

TABLE 103 EUROPE OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 104 EUROPE OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 105 EUROPE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 106 EUROPE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 107 GERMANY MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 108 GERMANY MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 109 GERMANY MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 110 GERMANY MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 111 GERMANY MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 112 GERMANY MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 113 UK MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 114 UK MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 115 UK MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 116 UK MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 117 UK MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 118 UK MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 119 FRANCE MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 120 FRANCE MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 121 FRANCE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 122 FRANCE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 123 FRANCE MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 124 FRANCE MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 125 RUSSIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 126 RUSSIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 127 RUSSIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 128 RUSSIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 129 RUSSIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 130 RUSSIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 131 SPAIN MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 132 SPAIN MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 133 SPAIN MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 134 SPAIN MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 135 SPAIN MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 136 SPAIN MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 137 ITALY MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 138 ITALY MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 139 ITALY MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 140 ITALY MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 141 ITALY MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 142 ITALY MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 143 REST OF EUROPE MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 144 REST OF EUROPE MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 145 REST OF EUROPE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 146 REST OF EUROPE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 147 REST OF EUROPE MOBILE APPLICATION MARKET BY APPLICATION,

2016 - 2019, USD MILLION

TABLE 148 REST OF EUROPE MOBILE APPLICATION MARKET BY APPLICATION,
2020 - 2026, USD MILLION

TABLE 149 ASIA PACIFIC MOBILE APPLICATION MARKET, 2016 - 2019, USD
MILLION

TABLE 150 ASIA PACIFIC MOBILE APPLICATION MARKET, 2020 - 2026, USD
MILLION

TABLE 151 ASIA PACIFIC MOBILE APPLICATION MARKET BY STORE TYPE, 2016 -
2019, USD MILLION

TABLE 152 ASIA PACIFIC MOBILE APPLICATION MARKET BY STORE TYPE, 2020 -
2026, USD MILLION

TABLE 153 ASIA PACIFIC APPLE MOBILE APPLICATION MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 154 ASIA PACIFIC APPLE MOBILE APPLICATION MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 155 ASIA PACIFIC ANDROID MOBILE APPLICATION MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 156 ASIA PACIFIC ANDROID MOBILE APPLICATION MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 157 ASIA PACIFIC OTHER STORE TYPE MOBILE APPLICATION MARKET
BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 158 ASIA PACIFIC OTHER STORE TYPE MOBILE APPLICATION MARKET
BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 159 ASIA PACIFIC MOBILE APPLICATION MARKET BY APPLICATION, 2016
- 2019, USD MILLION

TABLE 160 ASIA PACIFIC MOBILE APPLICATION MARKET BY APPLICATION, 2020
- 2026, USD MILLION

TABLE 161 ASIA PACIFIC GAMING MOBILE APPLICATION MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 162 ASIA PACIFIC GAMING MOBILE APPLICATION MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 163 ASIA PACIFIC MUSIC & ENTERTAINMENT MOBILE APPLICATION
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 164 ASIA PACIFIC MUSIC & ENTERTAINMENT MOBILE APPLICATION
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 165 ASIA PACIFIC HEALTH & FITNESS MOBILE APPLICATION MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 166 ASIA PACIFIC HEALTH & FITNESS MOBILE APPLICATION MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 167 ASIA PACIFIC SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 168 ASIA PACIFIC SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 169 ASIA PACIFIC RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 170 ASIA PACIFIC RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 171 ASIA PACIFIC OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 172 ASIA PACIFIC OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 173 ASIA PACIFIC MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 174 ASIA PACIFIC MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 175 CHINA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 176 CHINA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 177 CHINA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 178 CHINA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 179 CHINA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 180 CHINA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 181 JAPAN MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 182 JAPAN MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 183 JAPAN MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 184 JAPAN MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 185 JAPAN MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 186 JAPAN MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 187 INDIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 188 INDIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 189 INDIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019,

USD MILLION

TABLE 190 INDIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026,
USD MILLION

TABLE 191 INDIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 192 INDIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 193 SOUTH KOREA MOBILE APPLICATION MARKET, 2016 - 2019, USD
MILLION

TABLE 194 SOUTH KOREA MOBILE APPLICATION MARKET, 2020 - 2026, USD
MILLION

TABLE 195 SOUTH KOREA MOBILE APPLICATION MARKET BY STORE TYPE,
2016 - 2019, USD MILLION

TABLE 196 SOUTH KOREA MOBILE APPLICATION MARKET BY STORE TYPE,
2020 - 2026, USD MILLION

TABLE 197 SOUTH KOREA MOBILE APPLICATION MARKET BY APPLICATION,
2016 - 2019, USD MILLION

TABLE 198 SOUTH KOREA MOBILE APPLICATION MARKET BY APPLICATION,
2020 - 2026, USD MILLION

TABLE 199 SINGAPORE MOBILE APPLICATION MARKET, 2016 - 2019, USD
MILLION

TABLE 200 SINGAPORE MOBILE APPLICATION MARKET, 2020 - 2026, USD
MILLION

TABLE 201 SINGAPORE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 -
2019, USD MILLION

TABLE 202 SINGAPORE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 -
2026, USD MILLION

TABLE 203 SINGAPORE MOBILE APPLICATION MARKET BY APPLICATION, 2016 -
2019, USD MILLION

TABLE 204 SINGAPORE MOBILE APPLICATION MARKET BY APPLICATION, 2020 -
2026, USD MILLION

TABLE 205 MALAYSIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 206 MALAYSIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 207 MALAYSIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 -
2019, USD MILLION

TABLE 208 MALAYSIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 -
2026, USD MILLION

TABLE 209 MALAYSIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 -
2019, USD MILLION

TABLE 210 MALAYSIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 211 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 212 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 213 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 214 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 215 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 216 REST OF ASIA PACIFIC MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 217 LAMEA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 218 LAMEA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 219 LAMEA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 220 LAMEA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 221 LAMEA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 222 LAMEA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 223 LAMEA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 224 LAMEA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 225 LAMEA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 226 LAMEA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 227 LAMEA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 228 LAMEA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 229 LAMEA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 230 LAMEA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2020 -

2026, USD MILLION

TABLE 231 LAMEA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 232 LAMEA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 233 LAMEA HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 234 LAMEA HEALTH & FITNESS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 235 LAMEA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 236 LAMEA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 237 LAMEA RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 238 LAMEA RETAIL & E-COMMERCE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 239 LAMEA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 240 LAMEA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 241 LAMEA MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 242 LAMEA MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 243 BRAZIL MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 244 BRAZIL MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 245 BRAZIL MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 246 BRAZIL MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 247 BRAZIL MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 248 BRAZIL MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 249 ARGENTINA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 250 ARGENTINA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 251 ARGENTINA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 252 ARGENTINA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 253 ARGENTINA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 254 ARGENTINA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 255 UAE MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 256 UAE MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 257 UAE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 258 UAE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 259 UAE MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 260 UAE MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 261 SAUDI ARABIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 262 SAUDI ARABIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 263 SAUDI ARABIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 264 SAUDI ARABIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 265 SAUDI ARABIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 266 SAUDI ARABIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 267 SOUTH AFRICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 268 SOUTH AFRICA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 269 SOUTH AFRICA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 270 SOUTH AFRICA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 271 SOUTH AFRICA MOBILE APPLICATION MARKET BY APPLICATION,

2016 - 2019, USD MILLION

TABLE 272 SOUTH AFRICA MOBILE APPLICATION MARKET BY APPLICATION,
2020 - 2026, USD MILLION

TABLE 273 NIGERIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 274 NIGERIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 275 NIGERIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 -
2019, USD MILLION

TABLE 276 NIGERIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 -
2026, USD MILLION

TABLE 277 NIGERIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 -
2019, USD MILLION

TABLE 278 NIGERIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 -
2026, USD MILLION

TABLE 279 REST OF LAMEA MOBILE APPLICATION MARKET, 2016 - 2019, USD
MILLION

TABLE 280 REST OF LAMEA MOBILE APPLICATION MARKET, 2020 - 2026, USD
MILLION

TABLE 281 REST OF LAMEA MOBILE APPLICATION MARKET BY STORE TYPE,
2016 - 2019, USD MILLION

TABLE 282 REST OF LAMEA MOBILE APPLICATION MARKET BY STORE TYPE,
2020 - 2026, USD MILLION

TABLE 283 REST OF LAMEA MOBILE APPLICATION MARKET BY APPLICATION,
2016 - 2019, USD MILLION

TABLE 284 REST OF LAMEA MOBILE APPLICATION MARKET BY APPLICATION,
2020 - 2026, USD MILLION

TABLE 285 KEY INFORMATION – GOOGLE, INC.

TABLE 286 KEY INFORMATION – APPLE, INC.

TABLE 287 KEY INFORMATION – HEWLETT PACKARD ENTERPRISE COMPANY

TABLE 288 KEY INFORMATION – IBM CORPORATION

TABLE 289 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 290 KEY INFORMATION – COGNIZANT TECHNOLOGY SOLUTIONS
CORPORATION

TABLE 291 KEY INFORMATION – NETFLIX, INC.

TABLE 292 KEY INFORMATION – BROADCOM, INC.

TABLE 293 KEY INFORMATION – INTELLECTSOFT LLC

TABLE 294 KEY INFORMATION – VERBAT TECHNOLOGIES LLC

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS : 2016, NOV – 2020, OCT) LEADING PLAYERS

FIG 5 SWOT ANALYSIS: ALPHABET INC. (GOOGLE INC.)

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: APPLE, INC.

FIG 7 SWOT ANALYSIS: APPLE, INC.

FIG 8 SWOT ANALYSIS: HEWLETT-PACKARD ENTERPRISE COMPANY

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 10 SWOT ANALYSIS: IBM CORPORATION

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION

FIG 12 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 13 SWOT ANALYSIS: COGNIZANT TECHNOLOGY SOLUTIONS CORPORATION

FIG 14 SWOT ANALYSIS: NETFLIX, INC.

FIG 15 RECENT STRATEGIES AND DEVELOPMENTS: BROADCOM, INC.

FIG 16 SWOT ANALYSIS: BROADCOM, INC.

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