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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

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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.

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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

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screentime 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

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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

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- 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

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