

LAMEA 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 Latin America, Middle East and Africa Mobile Application Market would witness market growth of 9.6% CAGR during the forecast period (2020-2026).

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.

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.

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.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

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

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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 Latin America, Middle East and Africa (LAMEA) Mobile Application Market, by Store Type
 - 1.4.2 Latin America, Middle East and Africa (LAMEA) Mobile Application Market, by Application
 - 1.4.3 Latin America, Middle East and Africa (LAMEA) Mobile Application Market, by Country
- 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. LAMEA MOBILE APPLICATION MARKET BY STORE TYPE

- 4.1 LAMEA Apple Mobile Application Market by Country
- 4.2 LAMEA Android Mobile Application Market by Country
- 4.3 LAMEA Other Store Type Mobile Application Market by Country

CHAPTER 5. LAMEA MOBILE APPLICATION MARKET BY APPLICATION

- 5.1 LAMEA Gaming Mobile Application Market by Country
- 5.2 LAMEA Music & Entertainment Mobile Application Market by Country
- 5.3 LAMEA Health & Fitness Mobile Application Market by Country
- 5.4 LAMEA Social Networking Mobile Application Market by Country
- 5.5 LAMEA Retail & e-commerce Mobile Application Market by Country
- 5.6 LAMEA Others Mobile Application Market by Country

CHAPTER 6. LAMEA MOBILE APPLICATION MARKET BY COUNTRY

- 6.1 Brazil Mobile Application Market
 - 6.1.1 Brazil Mobile Application Market by Store Type
 - 6.1.2 Brazil Mobile Application Market by Application
- 6.2 Argentina Mobile Application Market
 - 6.2.1 Argentina Mobile Application Market by Store Type
 - 6.2.2 Argentina Mobile Application Market by Application
- 6.3 UAE Mobile Application Market
 - 6.3.1 UAE Mobile Application Market by Store Type
 - 6.3.2 UAE Mobile Application Market by Application
- 6.4 Saudi Arabia Mobile Application Market
 - 6.4.1 Saudi Arabia Mobile Application Market by Store Type
 - 6.4.2 Saudi Arabia Mobile Application Market by Application
- 6.5 South Africa Mobile Application Market
 - 6.5.1 South Africa Mobile Application Market by Store Type
 - 6.5.2 South Africa Mobile Application Market by Application
- 6.6 Nigeria Mobile Application Market
 - 6.6.1 Nigeria Mobile Application Market by Store Type
 - 6.6.2 Nigeria Mobile Application Market by Application
- 6.7 Rest of LAMEA Mobile Application Market
 - 6.7.1 Rest of LAMEA Mobile Application Market by Store Type
 - 6.7.2 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 LAMEA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 2 LAMEA 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 LAMEA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

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

TABLE 9 LAMEA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 10 LAMEA APPLE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 11 LAMEA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 12 LAMEA ANDROID MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 13 LAMEA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 14 LAMEA OTHER STORE TYPE MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

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

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

TABLE 17 LAMEA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 18 LAMEA GAMING MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 19 LAMEA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 20 LAMEA MUSIC & ENTERTAINMENT MOBILE APPLICATION MARKET BY

LAMEA Mobile Application Market By Store Type (Apple, Android and Others), By Application (Gaming, Music & Ent...

COUNTRY, 2020 - 2026, USD MILLION

TABLE 21 LAMEA HEALTH & FITNESS MOBILE APPLICATION MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 22 LAMEA HEALTH & FITNESS MOBILE APPLICATION MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

TABLE 23 LAMEA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY
COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 LAMEA SOCIAL NETWORKING MOBILE APPLICATION MARKET BY
COUNTRY, 2020 - 2026, USD MILLION

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

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

TABLE 27 LAMEA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2016 -
2019, USD MILLION

TABLE 28 LAMEA OTHERS MOBILE APPLICATION MARKET BY COUNTRY, 2020 -
2026, USD MILLION

TABLE 29 LAMEA MOBILE APPLICATION MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 30 LAMEA MOBILE APPLICATION MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 31 BRAZIL MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 32 BRAZIL MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

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

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

TABLE 35 BRAZIL MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 36 BRAZIL MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 37 ARGENTINA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 38 ARGENTINA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 39 ARGENTINA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 -
2019, USD MILLION

TABLE 40 ARGENTINA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 -
2026, USD MILLION

TABLE 41 ARGENTINA MOBILE APPLICATION MARKET BY APPLICATION, 2016 -
2019, USD MILLION

TABLE 42 ARGENTINA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 43 UAE MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 44 UAE MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 45 UAE MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 46 UAE MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 47 UAE MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 48 UAE MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 49 SAUDI ARABIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 50 SAUDI ARABIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 51 SAUDI ARABIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 52 SAUDI ARABIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 53 SAUDI ARABIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 54 SAUDI ARABIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 55 SOUTH AFRICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 56 SOUTH AFRICA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 57 SOUTH AFRICA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 58 SOUTH AFRICA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 59 SOUTH AFRICA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 60 SOUTH AFRICA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 61 NIGERIA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 62 NIGERIA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 63 NIGERIA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019,

USD MILLION

TABLE 64 NIGERIA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026,
USD MILLION

TABLE 65 NIGERIA MOBILE APPLICATION MARKET BY APPLICATION, 2016 -
2019, USD MILLION

TABLE 66 NIGERIA MOBILE APPLICATION MARKET BY APPLICATION, 2020 -
2026, USD MILLION

TABLE 67 REST OF LAMEA MOBILE APPLICATION MARKET, 2016 - 2019, USD
MILLION

TABLE 68 REST OF LAMEA MOBILE APPLICATION MARKET, 2020 - 2026, USD
MILLION

TABLE 69 REST OF LAMEA MOBILE APPLICATION MARKET BY STORE TYPE,
2016 - 2019, USD MILLION

TABLE 70 REST OF LAMEA MOBILE APPLICATION MARKET BY STORE TYPE,
2020 - 2026, USD MILLION

TABLE 71 REST OF LAMEA MOBILE APPLICATION MARKET BY APPLICATION,
2016 - 2019, USD MILLION

TABLE 72 REST OF LAMEA MOBILE APPLICATION MARKET BY APPLICATION,
2020 - 2026, USD MILLION

TABLE 73 KEY INFORMATION – GOOGLE, INC.

TABLE 74 KEY INFORMATION – APPLE, INC.

TABLE 75 KEY INFORMATION – HEWLETT PACKARD ENTERPRISE COMPANY

TABLE 76 KEY INFORMATION – IBM CORPORATION

TABLE 77 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 78 KEY INFORMATION – COGNIZANT TECHNOLOGY SOLUTIONS
CORPORATION

TABLE 79 KEY INFORMATION – NETFLIX, INC.

TABLE 80 KEY INFORMATION – BROADCOM, INC.

TABLE 81 KEY INFORMATION – INTELLECTSOFT LLC

TABLE 82 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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