

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

<https://marketpublishers.com/r/L042FA2F0528EN.html>

Date: November 2020

Pages: 105

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

ID: L042FA2F0528EN

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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