

# **North America 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/N5217DDF6C40EN.html>

Date: November 2020

Pages: 99

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

ID: N5217DDF6C40EN

## **Abstracts**

The North America Mobile Application Market would witness market growth of 8.3% CAGR during the forecast period (2020-2026).

A mobile application is a type of software program which is designed to run on particular hardware, specifically mobile handheld and computing devices like tablets and smartphones. Moreover, mobile apps are different forms of integrated software which is generally found on PCs, and each application offers only partial functionality; for instance, mobile calculators and games. Several benefits are also associated with mobile applications like it is faster in use, it has personalized content, instant offline and online access, instant updates & improvement in productivity, and cost reduction, which have amplified the adoption of mobile applications in smartphones and tablets.

The augmented gaming technology and internet penetration have continued to expand, this results in more availability to mobile games. Games like Pok?mon Go mainly use sensors like gyroscope, motion sensors, and it also uses accelerometers in smartphones and tablets in order to make sure the capability of Virtual Reality (VR), and Augmented Reality (AR) on the mobile phone via various apps. Furthermore, there are three types of revenue models that include in-game purchases, paid game applications, and in-app advertisements that mobile games and developers of application follow.

As there is growing acceptance of mobile gaming, according to a survey study which highlights that about 5-10% of gamers are eager to pay more for game applications, which is expected to increase from 2018. Moreover, it is an established fact that once users favor the value of applications, as well as they, have a wish to unlock extended functionalities, users will tend to perform more and more in-app purchases. Games such as Candy Crush Saga, Pok?mon GO, and Clash of Clans are examples of mobile gaming applications which earn more through in-app purchases as compared to other revenue channels.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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 North America Mobile Application Market, by Store Type
  - 1.4.2 North America Mobile Application Market, by Application
  - 1.4.3 North America 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. NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE**

- 4.1 North America Apple Mobile Application Market by Country

- 4.2 North America Android Mobile Application Market by Country
- 4.3 North America Other Store Type Mobile Application Market by Country

## **CHAPTER 5. NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION**

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

## **CHAPTER 6. NORTH AMERICA MOBILE APPLICATION MARKET BY COUNTRY**

- 6.1 US Mobile Application Market
  - 6.1.1 US Mobile Application Market by Store Type
  - 6.1.2 US Mobile Application Market by Application
- 6.2 Canada Mobile Application Market
  - 6.2.1 Canada Mobile Application Market by Store Type
  - 6.2.2 Canada Mobile Application Market by Application
- 6.3 Mexico Mobile Application Market
  - 6.3.1 Mexico Mobile Application Market by Store Type
  - 6.3.2 Mexico Mobile Application Market by Application
- 6.4 Rest of North America Mobile Application Market
  - 6.4.1 Rest of North America Mobile Application Market by Store Type
  - 6.4.2 Rest of North America 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 NORTH AMERICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 19 NORTH AMERICA MUSIC & ENTERTAINMENT MOBILE APPLICATION

MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 20 NORTH AMERICA MUSIC & ENTERTAINMENT MOBILE APPLICATION

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 21 NORTH AMERICA HEALTH & FITNESS MOBILE APPLICATION MARKET

BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 22 NORTH AMERICA HEALTH & FITNESS MOBILE APPLICATION MARKET

BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 23 NORTH AMERICA SOCIAL NETWORKING MOBILE APPLICATION

MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 NORTH AMERICA SOCIAL NETWORKING MOBILE APPLICATION

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 NORTH AMERICA RETAIL & E-COMMERCE MOBILE APPLICATION

MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 26 NORTH AMERICA RETAIL & E-COMMERCE MOBILE APPLICATION

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 27 NORTH AMERICA OTHERS MOBILE APPLICATION MARKET BY

COUNTRY, 2016 - 2019, USD MILLION

TABLE 28 NORTH AMERICA OTHERS MOBILE APPLICATION MARKET BY

COUNTRY, 2020 - 2026, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 49 REST OF NORTH AMERICA MOBILE APPLICATION MARKET, 2016 - 2019, USD MILLION

TABLE 50 REST OF NORTH AMERICA MOBILE APPLICATION MARKET, 2020 - 2026, USD MILLION

TABLE 51 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2016 - 2019, USD MILLION

TABLE 52 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY STORE TYPE, 2020 - 2026, USD MILLION

TABLE 53 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 54 REST OF NORTH AMERICA MOBILE APPLICATION MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 55 KEY INFORMATION – GOOGLE, INC.

TABLE 56 KEY INFORMATION – APPLE, INC.

TABLE 57 KEY INFORMATION – HEWLETT PACKARD ENTERPRISE COMPANY

TABLE 58 KEY INFORMATION – IBM CORPORATION

TABLE 59 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 60 KEY INFORMATION – COGNIZANT TECHNOLOGY SOLUTIONS CORPORATION

TABLE 61 KEY INFORMATION – NETFLIX, INC.

TABLE 62 KEY INFORMATION – BROADCOM, INC.

TABLE 63 KEY INFORMATION – INTELLECTSOFT LLC

TABLE 64 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.

## I would like to order

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