

# **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**

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## **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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